



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR  
MASTERS OF BUSINESS ADMINISTRATION

**BMK 5101: MARKETING MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** AUGUST 2013

**TIME:** 3 HOURS

**INSTRUCTIONS:**

– Answer any **FOUR** questions.

***This paper consists of Two printed pages***

---

**QUESTION 1**

- Internet has grown in importance as an alternative advertising media. Describe the benefits of internet marketing. (10marks)
- Describe reasons that make firms to engage in international marketing. (10marks)
- Describe the main reasons for studying consumer behaviour. (5marks)

**QUESTION 2**

- Explain the main reasons for increased use of direct marketing as a marketing tool. (13marks)
- Explain why many organizations find it necessary to undertake marketing research. (12marks)

### QUESTION 3

- a) Botza advertising agency promotes products both for local as well as international clients using various promotion mix tools. Discuss the main ethical issues the firm is likely to experience in promotion (10marks)
- b) Describe the main promotion mix tools commonly used by marketers to create product awareness citing relevant examples. (15marks)

### QUESTION 4

- a) Explain how a marketer can motivate distribution channel members. (10marks)
- b) Discuss personal factors that influence consumer behaviour. (5marks)
- c) Describe the strategies a marketer can adopt in the decline stage of a product to boost sales and profitability. (10marks)

### QUESTION 5

- a) Services have some special characteristics that are not found in physical products. Explain how services differ from physical products and the challenges facing marketers in the service industry. (15marks)
- b) Distinguish between selective distribution and exclusive distribution. (5marks)
- c) Briefly describe the benefits of market segmentation. (5marks)