



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

BMK 4230: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 2013

TIME: 2 HOURS

INSTRUCTIONS:

– Answer Question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- The marketing manager of the 21st century is faced with a number of challenges. Explain FIVE of these challenges. **(10marks)**
- Businesses do not operate in a vacuum. They are affected in some way by the environments in which they operate. Explain SIX issues in the demographic environment that a marketing manager should be concerned with. **(12marks)**
- Describe SIX characteristics of a strategic Business Unit.(SBU) **(8marks)**

QUESTION 2

TUM has appointed you as its marketing Executive. One of your key responsibilities is to increase enrolment of students in the University. In order to achieve the set targets you need to conduct a marketing environmental analysis. Using SWOT, analyse TUM's marketing environment.

(20marks)

QUESTION 3

- a) According to BCG technique, business or products are classified as low or high performers depending upon their market growth rate and relative market share. Illustrate and explain the BCG matrix. **(12marks)**
- b) A company that uses product imitation strategy introduces a product which is already in the market but new to the company. Explain the advantages of imitation. **(8marks)**

QUESTION 4

- a) According to Michael Porter, suppliers can exert much pressure on a business. Explain FIVE reasons why suppliers might have power. **(10marks)**
- b) For companies to succeed in the 21st century, they must adopt the marketing concept. Describe the pillars of this concept. **(10marks)**

QUESTION 5

- a) Coast Bus is the oldest passenger transport in Mombasa. Using the slogan 'we lead others follow' the firm claims to be the market leader. However, other firms are posing a threat to Coast Bus leadership position. As a marketing executive, explain FIVE strategies that any competitor can employ in order to attain the leadership position. **(10marks)**
- b) Describe the components of a marketing plan. **(10marks)**