



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4346: MARKETING ENVIRONMENT

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)

- A firm mission statement explains why the organization exists. Explain FOUR considerations when writing a mission statement. **(8marks)**
- According to Arisoff the key challenge for managers is assuring competitiveness and profitability for their companies in turbulent environments. Explain FIVE levels of environmental turbulence. **(10marks)**
- The economic environment is a key macro-environmental factor that a marketer should be concerned with. Describe six elements in the economic environment. **(12marks)**

QUESTION 2

- A global company is one that has a world market. Explain six reasons why companies go global **(12marks)**
- Explain FOUR social- cultural factors that a marketer needs to monitor before investing in a market. **(8marks)**

QUESTION 3

- a) Describe FOUR strategies that a firm can use to cope with the challenges of environmental turbulence. **(8marks)**
- b) Kenya Airways is the national carrier. Identify six stakeholders of the company and explain the role played by each in the success of the firm. **(12marks)**

QUESTION 4

- a) Five forces Analysis helps the marketer to contrast a competitive environment. Explain the elements of the five forces Analysis. **(20marks)**

QUESTION 5

- a) Marketing managers should attempt to satisfy the needs of stakeholders. Explain six factors that a marketing manager should consider when dealing with stakeholders. **(12marks)**
- b) The marketing manager of the 21st century cannot ignore technology. Explain FOUR technological issues that the manager should consider. **(8marks)**