



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMP/R3)

BMC 2204: MEDIA MARKETING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections **A & B**
Answer **THREE** questions.

Question **ALL** sections in section **A** and any other **TWO** from section **B**
This paper consists of **TWO** printed pages
SECTION A (Answer ALL questions)

Question One

- a) Write short notes on the following:
- (i) Market offering (4 marks)
 - (ii) Consumer needs and demands (4 marks)
 - (iii) Marketing mix (4 marks)
 - (iv) Marketing myopia (4 marks)
 - (v) Exchange and relationship (4 marks)
- b) Briefly explain Abraham Maslow's contribution to marketing. (10 marks)

SECTION B (Answer any TWO questions)

Question Two

- a) Describe the **FIVE** steps of marketing. (10 marks)
- b) Trace the evolution of marketing from 1850 to the present. (10 marks)

Question Three

Discuss the **TWO** types of marketing environments. (20 marks)

Question Four

The Uganda based "The Monitor" newspaper desires to start a weekly publication in Mombasa. Advise them as a marketing consultant on how to tap the segments in the market available. (20 marks)

Question Five

Discuss **FIVE** factors that affect consumer behavior. (20 marks)