**TECHNICAL UNIVERSITY OF MOMBASA**

***School of Business***

DEPARTMENT OF BUSINESS ADMINISTRATION

**BMK 2102: MARKETING OPERATIONS**

**SERIES**: APRIL 2016

**TIME**: 2 HOURS

**INSTRUCTIONS**

* This paper consists of FIVE questions.
* Answer question ONE (Compulsory) and any other TWO questions

**QUESTION ONE**

a). Define the four methods that a firm can use to promote its goods or services. (10 marks)

b). Describe the major steps in the marketing research process. (10 marks)

c) Define the following terms as used in marketing:

1. Multiple-base segmentation (2 marks)
2. Primary marketing research (2 marks)
3. Target marketing (2 marks)
4. Marketing environment (2 marks)
5. Consumer behavior (2 marks)

**QUESTION TWO**

a). Define the marketing information system and discuss its various parts. (10 marks)

b) Marketing intermediaries help the company promote, sell, and distribute its products to final buyers. Describe the four main types of marketing intermediaries. (10 marks)

**QUESTION THREE**

a) What is meant by a company’s marketing micro-environment? Highlight the factors in the two parts that make up the micro-environment. (10 marks)

b) Describe five channel functions performed by distribution channel intermediaries. (10 marks)

**QUESTION FOUR**

a) Define five factors affecting consumer buying behavior (10 marks)

b) Explain the factors that a company considers while coming up with a promotion mix. (10marks)

**QUESTION FIVE**

1. Explain the following marketing management philosophies:
2. The selling concept ( 5 marks)
3. The marketing concept (5 marks)
4. Briefly describe the stimulus-response model of consumer buying behavior. (10 marks)