**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**

1. Define the following terms
2. Target marketing ( 2 marks)
3. An organization’s marketing macro-environment (2 marks)
4. Secondary marketing data (2 marks)
5. Micro-marketing (2 marks)
6. segmentation (2 marks)

1. Describe the following terms and state their component parts:
2. Marketing mix (5 marks
3. Promotional mix (5 marks)
4. Explain the following marketing management philosophies:
5. The marketing concept (5 marks)
6. The societal concept (5 marks)

**QUESTION TWO**

a) Define undifferentiated and concentrated market-coverage strategies. (10 marks)

b) The buying process starts long before actual purchase and continues long after. Briefly describe the typical stages that a consumer goes through in a complex purchase situation.

(10 marks)

**QUESTION THREE**

a) Briefly describe Exploratory and Causal objectives that a marketing researcher might want to achieve through a research study. (10 marks)

b) With the use of examples, give brief descriptions of Mass and Target marketing approaches. (10 marks)

**QUESTION FOUR**

a) There are several ways to segment a market. However, not all of these ways are always effective. Briefly explain five different characteristics that market segments should possess in order for them to be useful and effective. (10 marks)

b) Briefly describe FIVE factors which govern the choice of channel of distribution. (10 marks)

**QUESTION FIVE**

a) Describe Cost-based and Competition-based approaches used in fixing prices of products.

(10 marks)

b) . Briefly explain the marketing philosophies that explain the various marketing practices that have been applied by marketers over the years. (10 marks)