MACHAKOS UNIVERSITY
SCHOOL OF BUSINESS, ECONOMICS & HOSPITALITY
DEPARTMENT OF BUSINESS AND FINANCE

BBA 303: MARKETING STRATEGIES AND PLANS.

DEC 2022 EXAMS FOR SEP – DEC 2022 CLASS

DATE: TIME: 2 HOURS

INSTRUCTION(S)

1. ANSWER Questions one and any other 2
2. Use of suitable real practical examples, speculative and imaginative thinking is encouraged

SECTION A

QUESTION ONE (30 marks)

Marketing Challenges,

The year is coming to the end, and Ms. Flore is getting ready to buy stock to meet chrismas demand. Customer orders are many and the service and logistics systems are not able to cope with the increasing demand. The business is located in one of the densely populated areas in Nairobi, Kenya. The business is in the process of structuring creating various departments such as Marketing, Finance and Accounts, Procurement and logistics among others. Departmental Managers have been engaged and the owner is working hard to ensure they get well started. Development of policies and procedures are key to the owner. Meanwhile work is being done to cope with the market demand. A Business consultant has been engaged to put systems in place and assist the departmental heads to develop current marketing strategies to enable the business cope with the current situation.

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Address the following;-

a) Discuss five reasons why Ms. Flore should have a strategic plan for her business. (5mks)
b) Develop six marketing strategies that Ms. Flore can use to meet the market demand. (8mks)
c) As marketing expert, in reference to the above case study, advise on five areas that the consultant can address using any of the four marketing mix elements to ensure customer needs are satisfied, giving justification. (10mks)
d) Based on the case, identify and discuss seven challenges faced in marketing by small and micro enterprises. (7mks)

QUESTION TWO (20 marks)

a) Explain the following terms in relation to marketing strategies and plans.
   i) Strategy (4mks)
   ii) Management policies (4mks)
   iii) Management procedures (4mks)

b) Analyze four challenges faced by marketers in formulating and implementing policies and procedures (8 marks)

QUESTION THREE (20 marks)

a) As Marketing consultant, use a business of your own choice and prepare the following; -
   a. Prepare the background information of the enterprise. (3mks)
   b. Develop the vision of the enterprise. (2mks)
   c. Develop the mission statement of the enterprise (3mks)
   d. Develop the four Strategic objectives of the enterprise (6mks)
   e. Discuss the importance of SWOT analyses when developing strategic plan (6mks)

QUESTION FOUR (20 marks)

a) Develop 4 marketing strategies on each of the following area;-
   i) Product life cycle (10mks)
   ii) Marketing promotion tools. (10mks)

QUESTION FIVE (20 marks)

a) Discuss the importance of marketing plans. (5marks)
b) Analyze the role of Top management in strategic plan development and implementation.(8marks)

a) By use of specific examples, discuss the importance Partnerships and networking in marketing. (7marks)