



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMEMESTER EXANMINATION FOR

BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 303 MARKETING STRATEGY AND PLANS

DATE: 4/8/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Attempt Question One and Any Other Two Questions

QUESTION ONE 30MARKS

- a) Differentiate between marketing management and strategic marketing. 2marks
- b) According to (Hamper and Baugh, 1996). Strategic management is a company-leading, defining and direction-setting function. Identify four roles of this function. (8 marks)
- c) Marketing planning is the managerial task of determining the future course of marketing action, preceded by an analysis of the past and projection of future events. Discuss five of its functions. (5 marks)
- d) Identify Five dimensions to be used in identifying a strategic group. (5 marks)
- e) Discuss Five methods that can be used in Estimating competitors' reaction patterns (5 marks)
- f) Discuss Four growth strategies as proposed by Igor Ansoff (5 marks)

QUESTION TWO 20MARKS

- a) The nature and the content of an analysis of a market and its relevant product markets will depend on context, but will often depend on a number of dimensions. Discuss Five of the dimensions. (10 marks)
- b) Highlight Five variables that can be used in segmenting consumer products. (10marks)

QUESTION THREE 20MARKS

- a) External analysis can impact strategy directly or indirectly. Justify this statement. (10 marks)
- b) Another approach to internal analysis is to consider the determinants of strategic options. Briefly discuss five of these (10 marks)

QUESTION FOUR 20MARKS

- a) Highlight Five performance measure in an organization besides profitability. (10 marks)
- b) Identify Five Elements of Mission statement (10 marks)

QUESTION FIVE 20MARKS

- a) Marketing audit is part of the larger management audit and is concerned with the marketing environment and marketing operations. Identify five elements identified during a marketing audit. (10 marks)
- b) Explain five of the principles in The TEN 'S' Approach to solving marketing planning barriers. (10 marks)