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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY
(MMUST)**

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR
THIRTY YEAR FIRST SEMESTER**

**MAIN EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCIAL**

COURSE CODE: BCB 312

COURSE TITLE: MARKETING PLANNING AND STRATEGY

DATE: TUESDAY, 26TH JULY 2022 TIME : 2:00 - 4:00PM

INSTRUCTIONS TO CANDIDATES

Answer question ONE (**compulsory**) and any other TWO questions.

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE This Paper Consists of 4 Printed Pages. Please Turn Over.



As a newly employed marketing director of a medium size organization your chief executive officer wants you to write an outline report that explains the following:-

- a) Barriers to effective implementation of a marketing strategy. (10 marks)
- b) Relevance of marketing objectives in the marketing planning process. (15marks)
- c) S.W.O.T – analysis (15 marks)

QUESTION TWO

- a) With aid of a well labeled diagram, explain how a firm of your own choice can use the Agor Ansoff's growth model to improve the performance of it's products on the market. (10 marks)
- b) Outline the advantages of a market penetration strategy to a firm. (10 marks)

QUESTION THREE

- a) Explain the advantages and limitation to a firm, using Michael porter's competitive strategy of Niching. (10 marks)
- b) Outline how a firm with a problem child as one of its product range, can improve its performance on the market. (10 marks)

QUESTION FOUR

The survival of all organizations is focused on effective and efficient planning for their marketing activities. In view of the above statement, explain the benefits and limitations of long-term strategic marketing planning. (20 marks)

QUESTION FIVE

- a) Marketing strategies are sometimes worn – out, due to factors beyond the firm, explain the factors that are likely to facilitate to the strategic wear out of marketing strategies and tactics. (10 marks)
- b) Explain the circumstances that force organizations to plan for their future marketing activities. (10 marks)