



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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2021 / 2022 ACADEMIC YEAR  
SECOND YEAR, TRI- SEMESTER**

**MAIN EXAMINATIONS  
FOR THE DEGREE  
OF  
MASTERS OF BUSINESS ADMINISTRATION**

**COURSE CODE: MBA 862**

**COURSE TITLE: STRATEGIC MARKETING MANAGEMENT**

**DATE: WEDNESDAY, 28<sup>TH</sup> JULY 2022 TIME : 2:00 - 5:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer question ONE (Compulsory) and any other THREE questions

**TIME: 3 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

**This Paper Consists of 3 Printed Pages. Please Turn Over.**



### QUESTION ONE

You recently attended a course in strategic marketing planning. The session was very brief and interesting. At the end of the session, one of the participants asked the following questions;

- a) Why should I set a mission statement. What factors should I consider when designing the mission statement. (20 marks)
- b) Why should I formulate marketing objectives. (20 marks)

Assume you are the facilitator in the training, how would you respond to the above issues.

### QUESTION TWO

- a) Identify the areas to which you would need to pay attention in conducting a review of marketing effectiveness. How might the result be used to improve methods of planning and control. (10 marks)
- b) Argue for McKinsey 7s model of marketing efficiency. (10 marks)

### QUESTION THREE

Using an organization of your own choice, show how it can utilize Ansoff's Growth model to improve its performance on the market. (20 marks)

### QUESTION FOUR

- a) Summarize the factors that are likely to facilitate the wear out of marketing strategies in an organization. (10 marks)
- b) Critically evaluate the factors that enhance effective implementation of a marketing strategy. (10 marks)

### QUESTION FIVE

- a) Show how a firm of your own choice can apply Michael Porter's differentiation strategy to achieve competitive advantage on the market. (10 marks)
- b) Explain the factors that can be used to evaluate the effectiveness of an implemented marketing strategy. (10 marks)

