



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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
YEAR THREE SEMESTER ONE**

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

**COURSE CODE: BCB 312**

**COURSE TITLE: MARKETING PLANNING AND STRATEGY**

**DATE: FRIDAY, 16<sup>TH</sup> /12/2022      TIME : 3:00 – 5:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer question **one** and any other two questions

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

**This Paper Consists of 2 Printed Pages. Please Turn Over.**

### QUESTION ONE

You work as a marketing and communication's manager of a commercial bank of your own choice, your chief executive officer wants you to write an outline report explaining:

- a) The Key marketing activities that a firm should engage in so as to achieve its desired marketing objectives. (10 marks)
- b) The principle strategic challenges that marketing planners are likely to face when planning for their future marketing activities. (10 marks)
- c) The criteria for gauging the effectiveness of an implemented marketing strategy. (10 marks)

### QUESTION TWO

- a) According to Philip Kotler, there are six areas of marketing audit that a marketing planner has to focus on, when conducting environmental assessment. Discuss. (10 marks)
- b) Summarize the main characteristics of a marketing objective in an organization. (10marks)

### QUESTION THREE

- a) Explain the benefits and limitations of product development strategy in a firm. (10 marks)
- b) Using an organization of your own choice, show how it has been able to apply differentiated strategy of Michael Porter. (10marks)

### QUESTION FOUR

- a) With aid of a diagram, explain the concept of Boston Consulting Group Model. (10marks)
- b) Explain the factors that determine a firm's strength, according to General Electric Model. (10marks)

### QUESTION FIVE

- a) Outline the factors that favour effective implementation of a marketing strategy. ( 10 marks)
- b) Analyse the factors that are likely to facilitate to wear out of a marketing strategy in an organization. ( 10 marks)