4P2

(*University of Choice*)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS
2023/2024 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: WEDNESDAY, 13TH /12/2023 TIME : 3:00 – 5:00PM

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

Marketing activities are critical in all organizations because they ensure financial stability and sustainability. As a marketing manager of a firm of your choice, provide briefing on the following:

a) The strategic challenges that marketing planners are likely to face when planning for their future marketing activities.
(10 marks)

b) The various marketing audit that a firm is likely to undertake when involved in marketing environmental assessment.. (10 marks)

c) The criteria that can be used to assess the effectiveness of an implemented marketing strategy. (10 marks)

QUESTION TWO

a) Summarize the characteristics of a good marketing objective in an organization.
(10 marks)

b) Explain the factors that should be put in place to avoid strategic and tactical wear-out of marketing strategies. (
10marks)

QUESTION THREE

a) Outline the benefits and limitations of market development strategy in an organization.
(1omarks)

b) Summarize the factors that will determine whether a firm has attained a competitive edge on the market . (1omarks)

QUESTION FOUR

a) Describe the five competitive forces that are likely to make a firm loose it's contribution margin on the market.
(1omarks)

b) Explain the benefits and limitations of differentiation strategy to an organization.
(10marks)

QUESTION FIVE

Using an organization of your own choice, show how it has been able to apply Boston Consulting Group Model to ensure marketing productivity. (20 marks)