



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business and Social Studies***

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION

**BMK 4406: MARKETING PLANNING AND CONTROL**

END OF SEMESTER EXAMINATIONS

**SERIES: APRIL 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

*This paper consists of Two printed pages*

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**QUESTION 1 (Compulsory)**

Melobeloz Food Processing Ltd (MFPL) is a recently started company in Kilifi County and is grooming itself as market leader in tomato sauce production along the Coast of Kenya. You have been requested to carry out a SWOT analysis to facilitate its strategic marketing planning.

- a) Formulate **FIVE SMART** marketing objectives for this company. **(5 marks)**
- b) Prepare a profile for the SWOT. **(15 marks)**
- c) Prepare a sample program for promoting its product over the next six months. **(10 marks)**

**QUESTION 2**

- a) Explain the strategies that a market leader employs to maintain her market share. **(10 marks)**
- b) What are the major factors influencing an organization's marketing strategies. **(10 marks)**

### QUESTION 3

- a) By the use of examples, discuss **FIVE** strategies based on the distribution of a firm's products. **(10 marks)**
- b) Explain **THREE** sales-revenue financial standards of marketing planning controls. **(10 marks)**

### QUESTION 4

- a) What are the reasons why marketing firms have to do environmental scanning? **(8 marks)**
- b) Explain the **SIX** major environmental factors affecting marketing activities and plans, showing how they can be mitigated against by marketers. **(12 marks)**

### QUESTION 5

Discuss **TEN** frequently encountered problems in the designing and implementing of marketing planning systems. **(20 marks)**