



TECHNICAL UNIVERSITY OF MOMBASA

BMK 4406 MARKETING PLANNING AND CONTROL

QUESTION ONE

- a) Discuss the strategies that are normally used by a market leaders to keep the position. **(10marks)**
- b) Explain the importance of market planning **(10marks)**
- c) Discuss the characteristic of a marketing objectives **(10marks)**

QUESTION TWO

- a) Discuss Michael Polars Forces Model in industrial **(10marks)**
- b) As a marketing manager of KMC Co. Ltd you are planning to use a consultant to conduct a marketing audit as oppose to the internal staff. Discuss the reasons to justify your choice. **(10marks)**

QUESTION THREE

- a) Discuss the component of a mission statement **(10marks)**
- b) Explain the benefits of product limitation **(10marks)**

QUESTION FOUR

- a) Discuss some of the measurements used to control a marketing plan **(10marks)**
- b) Discuss the characteristics of market hitchers **(10marks)**

QUESTION FIVE

- a) Write short notes on the following
- i) PLC
 - ii) BCG
 - iii) PIMS
 - iv) AVISOFFS MODEL **(10marks)**

MARKING SCHEME



Question one (a)

- Innovation strategy
- Purification strategy
- Confrontation strategy
- Harassment strategy
- Price war strategy

Question one (b)

- Keep the manger focused
- Optimutilised of resources
- Promote control
- Keep the manger units toes
- Set the direction of movement

2x4=8

Question one (c)

- Must be acceptable
- Must be flexible
- Must be measureable
- Should be motivating
- Should be suitable
- Must be understandable
- Must be achievable

2x5=10

Question two (a)

- Threat of new entrance
- Degree of rivalry
- Substitute of products
- Bargaining power of supplier
- Bargaining power of buyers

1x5=5

Question two (b)

- Objectivity
- Completed on time
- Expertise
- Quality of work
- To personal interest

2x5=10

Question three (a)



- Defining of company business
- Indication of intention to service
- Growing profitability
- Increasing market share
- Company's philosophy

2x5=10

Question three (b)

- Transfer of risks
- Saves investments
- It gives cost advantage
- Good for entering into a new market]
- Transfer special talent

2x5=10

Question four (a)

- Badgers
- Performance reader row
- Feedback system
- Standard vs actual

2 ½ x 4=10

Question four (b)

- Sufficient size
- Growth potential
- Neglected by major players
- Superior competences
- Good will

2x5=10

Question five (a)

PLG= product life cycle introduction growth maturity and decline

BCG- stars cash cows dogs and question marks

PIMS- an improvement of BCG cater for areas

AVSOFF MODEL

4x5=20

