



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMK 4406 : MARKETING PLANNING AND CONTROL

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

This paper consists of two printed paper

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

- a) Discuss the characteristic of market hitchers **(10marks)**
- b) Discuss the important of market planning **(10marks)**
- c) Explain the reasons why marketer spend a lot of time and money in analysis the market. **(10 marks)**

Question two

- a) Discuss the strategies that are normally used by market leaders to retain their positions **(10 marks)**

- b) Discuss the factors that a company needs to take into account when developing a marketing strategy. **(10marks)**

Question three

- a) Explain the advantages of product imitation **(10marks)**
- b) Explain the reasons why marketer prefer using external consultants to conduct their marketing audit as opposed to internal staff. **(10 marks)**

Question 4

- a) With an aid of a diagram discuss Michael Porters approach in formulating a marketing strategy. **(10 marks)**
- b) A marketing strategic plan has no meaning without control measures. Discuss the control measures that are normally used in ensuing the strategic succeeds. **(10marks)**

Question five

- a) Discuss the characteristic of a strategic **(10 marks)**
- b) Discuss the components of a mission statement **(10 marks)**