



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION/BCOM

BMK 4406: MARKETING PLANNING AND CONTROL

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

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.

Do not write on the question paper.

Question ONE

- a). Market planning is a vital step in marketing. Explain why market planning is essential to a company (12 marks)
- b). In marketing planning, objectives are a very important step. While citing an organization of your choice, state Four smart and relevant marketing planning objectives (8 marks)
- c). Explain Five aspects of task environment audit (10 marks)

Question TWO

- a). Outline the key issues currently addressed by PIMS (8 marks)
- b). Explain what a company requires in order to effectively implement the differentiation strategy (12 marks)

Question THREE

- a). Discuss Five systems used in marketing systems audit (12 marks)
- b). Outline Four reasons for use of penetration pricing (8 marks)

Question FOUR

- a).The development, pursuit and exploitation of competitive advantage are at the heart of marketing strategy. Explain the most significant potential bases for competitive advantage (14 marks)
- b). Explain the areas covered in marketing organization audits (6 marks)

Question FIVE

- a). Discuss Five areas of the marketing functions audits (10 marks)
- b). Discuss the Four types of marketing control (10 marks)