



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

