



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

Select department

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES & MARKETING

BMK 2208: STRATEGIC MARKETING PLANNING & 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.

Do not write on the question paper.

Question ONE

(a) Explain the following marketing strategy terms:

- i) Mass marketing (3 marks)
- ii) Market atomization (3 marks)
- iii) Multiple base segmentation (3 marks)
- iv) Market challenger (3 marks)

(b) Explain the limitations of the Boston Consulting Group growth/share matrix technique in company business portfolio analysis. (6 marks)

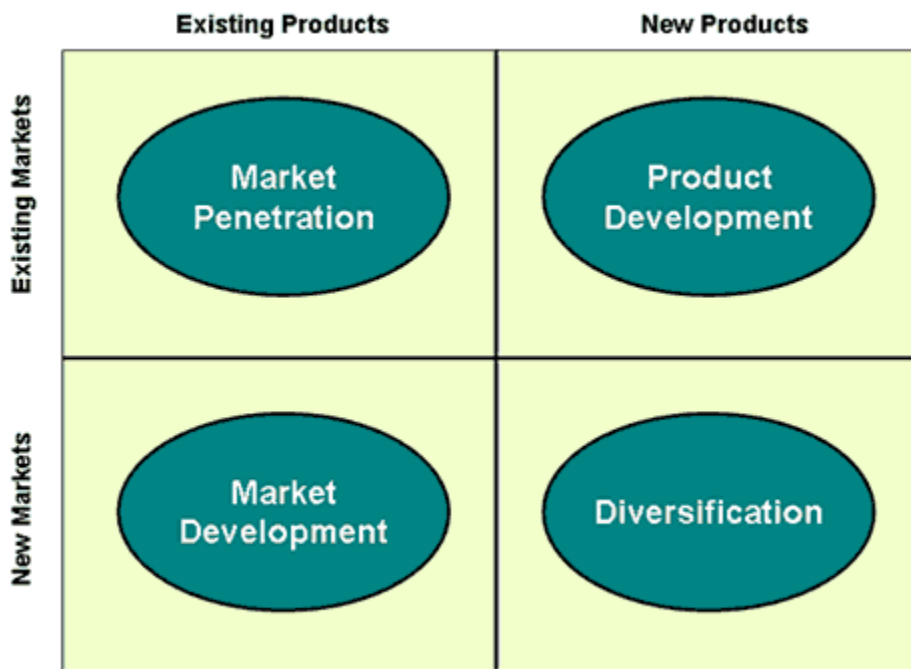
(c) Differentiate intensive, integrative and diversification company growth strategies. (12 marks)

Question TWO

- (a) A Company might adopt any of a number of market coverage Strategies. Describe the following market coverage strategies.
- i) Full market coverage (4 marks)
 - ii) Selective specialization (4 marks)
- (b) Marketing Managers should institute Marketing Control in order to ensure that the firms objectives are met. Describe FOUR types of Marketing Control used in an organization. (12 marks)

Question THREE

- (a) Below is a Market Opportunity Matrix which an organization can use to determine the Growth Strategy to adopt.



Explain the objectives being pursued by organizations applying the market penetration Strategy. (8 marks)

- (b) Explain what you understand by SWOT analysis. Describe the two main components of such SWOT analysis. (12 marks)

Question FOUR

- (a) State the major steps in the Marketing Planning process. (10 marks)
- (b) Explain the strategies that should be adopted by a marketing leader for purposes of protecting the organization's current market share. (10 marks)

Question FIVE

- (a) Hazina PLC intends to venture into the Far East marketing through collaboration with another company. Describe this strategy and explain the benefits that the company is likely to get by entering the market through this strategy. (8 marks)
- (b) Define the following terms:
- i) Mission Statement (3 marks)
 - ii) Marketing Tactics (3 marks)
 - iii) Marketing Control (3 marks)
 - iv) Contingency Plans (3marks)