



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. Target marketing | (3 marks) |
| ii. Marketing audit | (3 marks) |
| iii. Market atomization | (3 marks) |
| iv. Market follower | (3 marks) |

(b) The table below shows the pattern of a target market selection for a certain organization selling motor vehicles.

	M1	M2	M3
P1			
P2			
P3			

Key

P-Product

M-Market

 Target market

Describe the marketing strategy described above and explain how a company would benefit from using such a marketing strategy. (10 marks)

c) Define strategic and marketing plans. How do the two types of plans relate?

Question TWO

(a) Magogoni Ltd. is a market challenger in the cashewnut industry. The marketing manager wishes to design strategies for improving the company to become the market leader.

i. Describe the concepts of market leader and market challenger. (5 marks)

ii. Describe the **THREE** broad strategies which the manager would adopt in order to become a market leader. (9 marks)

(b) Sales force efficiency in an important aspect of marketing effort that needs to be carefully controlled.

Explain the following factors that should be analyzed in determining such sales force efficiency:

- i) Number of lost customers per period (2 marks)
- ii) Sales force cost as a percentage of total sales (2 marks)
- iii) Entertainment cost per sales call (2 marks)

Question THREE

(a) Lughanje, a newly employed Marketing Officer with Utange Ltd., was mandated to carry out a business portfolio analysis for the company. In the process he grouped the company’s businesses in four quadrants as follows:

Attractiveness (Market Growth Rate)	High	1 Star W, Q, A	2 Question Mark C, J, K, M, U	High
	Low	3 Cash Cow X,L	4 Dog D, E, P	Low
		High	Low	
		Strength (Relative Market Share)		

Describe the attributes of the businesses in each group category. (12 marks)

(b) Describe the following characteristics of effective audits.

(i) Independent (4 marks)

(ii) Comprehensive (4 marks)

Question FOUR

(a) Lynx Company Ltd has decided to adopt the full market coverage strategy. Describe this strategy and give the benefits that the company will derive from using it. (8 marks)

(b) Describe undifferentiated, concentrated and market atomization market targeting approaches.(12 marks)

Question FIVE

(a) Fanaka Manufacturers Ltd., who are engaged in manufacturing of steel metals, intend to adopt the acquisition technique in penetrating the Comesa market. Highlight the circumstances that would make it the appropriate strategy to adopt. (10 marks)

(b) Mambo Company, a newly established garment- making firm is in the process of drawing up its marketing plan. Describe the different components of such marketing plan. (10 marks)