



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN SALES AND MARKETING**

**BMK 2208: STRATEGIC MARKETING PLANNING & CONTROL**

**END OF SEMESTER EXAMINATION A**

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**DATE: Aug 2019**

## **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.**

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## **Question ONE**

- a). Explain Four strategies used during the growth stage of a product (8 marks)
- b). Explain the meaning of the following terms as used in (6 marks)
- i. Customer target
  - ii. Action plan
- c). Highlight the four important organizational objectives to an organization (8 marks)
- d). Explain the main ways of increasing unit margin of a product in the basic strategic options (8 marks)

### **Question TWO**

- a). Operational planning is part of strategic planning. Describe FIVE characteristics of operational planning (10 marks)
- b). Explain Four tools used in strategic marketing audit (10 marks)

### **Question THREE**

- a). Explain the technological environment as it affects the operations of a firm (10 marks)
- b). Justify the reasons why you should undertake sales force efficiency control (10 marks)

### **Question FOUR**

- a). Highlight Five forces that have to be analyzed in the external environment of an organization (10 marks)
- b). Explain the market types that consist the customers in the internal analysis (10 marks)

### **Question FIVE**

- a).). Outline the purposes of each of the Four types of marketing controls (8 marks)
  - b). Describe Six roles played by the marketing intermediaries to a business firm (12 marks)
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