



# 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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END OF SEMESTER EXAMINATION      B

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## Question ONE

a). Explain the meaning of the following terms as used in Strategic Marketing & Planning (6 marks)

- i. Strategic Business Units
- ii. Customer attitude tracking

b). Justify why you need to consider strategic marketing planning in any firm. (8 marks)

c). Explain the difference between the following defense mechanism (8 marks)

- i. The marketing mix
- ii. Sales promotion efficiency

d). Briefly describe S W O T analysis as an audit tool in strategic marketing planning and control (8 marks)

**Question TWO**

- a). Define marketing planning (2 marks)
- b). Explain Five characteristics of strategic planning (10 marks)
- c). Highlight four ways of increasing unit sales as basic strategic options (8 marks)

**Question THREE**

- a). Describe the main indicators of strengths, weaknesses, opportunities and threats for an organization (8 marks)
- b). Outline Six key indicators of advertising efficiency in a firm (12 marks)

**Question FOUR**

- a). Highlight Six types of plans included in the strategic marketing planning (12 marks)
- b). Explain Four strategies in the introduction stage of a product (8 marks)

**Question FIVE**

- a). Explain Five actors that found in the internal environment of a company (10 marks)
  - b). Outline Five environmental trends that are uncontrollable by management of an organization (10 marks)
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