



SPECIAL UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2021/2022

SEMESTER:

CODE: MKTG 4530

UNIT: MARKETING STRATEGY AND PLANNING

DATE: JULY 2022

TIME: 2¹/₂ HOURS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

SECTION A

QUESTION ONE

- a) Define strategic planning and highlight its importance to organizations today. **(8 marks)**
- b) Describe the marketing planning process for a business concern. **(12 marks)**
- c) Distinguish between product positioning and differentiation outlining their features. **(10 marks)**

QUESTION TWO

- a) Discuss the following terms highlighting the strategic decisions to be used by marketing managers in each case.
- b) Customer-oriented strategies **(5marks)**
- c) Diversification strategies **(5marks)**
- d) Marketing intelligence **(5marks)**
- e) Market development strategies **(5 marks)**

QUESTION THREE

- a) Giving examples, discuss the BCG Matrix as a tool used for analyzing the market potentials highlighting appropriate strategies at each stage. What are the likely drawbacks in its application **(10 marks)**
- b) Who is a market challenger? Explain the various marketing strategies adopted by a market challenger. **[10 Marks]**