

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF COMMERCE**

BCOM 424: STRATEGIC MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

Q1. The strategic marketing concept is a philosophy, focus, orientation or concept which emphasizes the proper identification of marketing opportunities as the basis for marketing planning and corporate growth. Unlike the marketing concept which emphasizes consumer needs and wants; the strategic marketing concept emphasizes both consumers and competitors. With this understanding of what strategic marketing is, you are required to undertake the following tasks:

- a) Distinguish between strategic planning, marketing strategy, strategic control and strategic window. [10 Marks]
- b) Differentiate between the life stages of a brand. [6 Marks]
- c) Identify the techniques used to ensure effective competitor intelligence. [6 Marks]
- d) Recommend the Strategies a firm can adopt to gain competitive advantage.[8 Marks]

- Q2. As an expert in strategic marketing, support your team members as follows:
- a) Differentiate between the classifications developed in economics to indicate the nature of competition that could be present. [10 Marks]
 - b) Distinguish between the possible pricing strategies based on whether price will be discussed in advertising, personal selling and other promotional efforts. [10 Marks]
- Q3. Apply your recently acquired knowledge in strategic marketing to address the following:
- a) Clarify what it involves to undertake industry and distribution analyses as part of the stages in a market opportunity analysis exercise. [12 Marks]
 - b) Distinguish between the problems that may occur during implementation of marketing plan and the corrective action required. [8pts / 8 Marks]
- Q4. The management of Tharaka Industrial Concerns are seeking your assistance as follows:
- a) Expound on the areas typically included in a Marketing Plan. [10 Marks]
 - b) Offer advice on the steps to follow in conducting a positioning research. [10 Marks]
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