

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 422: STRATEGIC MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**
- **Do not write anything on the question paper.**

Q1. Assist the management of New Kairini Farmers Association strengthen their marketing strategies by explaining the following:

- Distinguish between strategic plan, strategic planning and strategic control. (6 marks)
- Expound on the meaning of Quality Function Development system and the potential benefits of such a system. (10 marks)
- Distinguish between strategic marketing and the traditional marketing concepts. (4 marks)
- Distinguish between the different types of competition encountered by a company's products. (10 marks)

Q2. You are invited to address a seminar by Marketing Society of Kenya on the following:

- Clarify the strategic issues to be addressed concerning market entry barriers (6 marks)
- Recommend the areas in which a firm needs to establish the strengths and weaknesses of each competitor as basis for estimating the competitor's future actions. (8 marks)
- Describe the steps in a segment forming process. (6 marks)

Q3. Using your recently acquired skills in Strategic Marketing, undertake the following:

- (a) Differentiate between the basis and descriptors needed in segmenting markets. (12 marks)
- (b) Provide an outline of the distinguishing characteristics of strategic marketing. (8 marks)

Q4. Your Marketing Manager requires you to explain to your team members the following:

- (a) Provide guidance on the conditions under which a firm can predict entry of new competitors in an industry. (4 marks)
 - (b) Distinguish between the new trends in distribution that are creating new threats and opportunities in the market place. (12 marks)
 - (c) Explain the factors influencing sales that make forecasting difficult. (4 marks)
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