



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR THREE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 330

COURSE TITLE: MARKETING PLANNING AND STRATEGY

EXAMINATION DURATION: 3 HOURS

DATE: 25/09/17

TIME: 2 .00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Describe the strategic marketing planning. [3 marks]
- (b) Briefly explain five approaches of marketing control and evaluation. [5 marks]
- (c) Discuss the four major barriers to effective marketing plans implementation [8 marks]
- (d) Explain how marketing environment could influence the marketing decision making process. [5 marks]
- (e) Write short notes on the following:
- i. Strategy controls. [2 marks]
 - ii. Contingency frameworks [2 marks]

QUESTION TWO

- (a) Describe the concept “marketing environment.” [3 marks]
- (b) Discuss the uncontrollable variables that affect marketing environment [10 marks]
- (c) Clearly explain the meaning of marketing audit. [2 marks]

QUESTION THREE

- (a) Clearly explain the products management strategies. [10 marks]
- (b) Distinguish between Porters Generic strategy model and Ansoffs Matrix model [5 marks]

QUESTION FOUR

- (a) Enumerate five components of market planning. [5 marks]
- (b) Explain three tools of strategic market planning. [6 marks]
- (c) Highlight four merits of a strategic market plan to a business organization. [4 marks]

QUESTION FIVE

- (a) Describe five approaches of organizing a market unit. [10 marks]
- (b) Certain negative symptoms might show the ineffectiveness of marketing in an organization. List any five such symptoms. [5 marks]

QUESTION SIX

- (a) Distinguish between marketing and selling. [4 marks]
- (b) Highlight five objectives of marketing in a business organization. [5 marks]
- (c) Describe three salient features of modern marketing. [6 marks]

