### Question 1

1. a) Briefly discuss the key functions of strategic planning in firms (8 Marks)

   b) Highlight key characteristics of strategic environmental analysis (3 Marks)

   c) Briefly describe three methods Marketers use to undertake Market Analysis (6 Marks)

   d) Describe marketing audit tools that are used during the marketing planning process. (7 Marks)

2. a) Define the term ‘Market Planning’ (2 Marks)

   b) There are a number of strategic management tools used by marketers to ensure that the strategies and tactics developed are appropriate and plans can be effectively put into action. State and discuss these strategic management tools (10 Marks)

   c) The process of strategic choice is essentially a decision making process consisting of selecting from among the grand strategies considered the best to meet the firm’s objectives. Describe the key features of strategic choice (8 marks)

3. a) State and briefly explain the benefits of cooperative societies formulating and implementing effective marketing strategies (6 Marks)
b) Describe the four types of marketing plans that are developed and implemented by firms (8Marks)

c) Describe the importance of carrying out competitive intelligence to firms operating in a competitive environment (6 Marks)

4. a) The purpose of the marketing plan control is to ensure that the company achieves the set goals and objectives established by the marketing plan. Briefly discuss four marketing plan controls (8 Marks)

b) State and briefly explain the strategic importance of mission statement to the Marketing function (6 Marks)

c) Explain, the need to manage the marketing function strategically in Cooperative societies (6 Marks)

5. a) The overall goal of strategic market planning is to produce a workable marketing plan. Discuss four marketing outcomes that marketing firms undertaking planning need to focus on (8 Marks)

b) Discuss Porters generic strategies that can be used by firms achieve competitive advantage in the market (8 Marks)

c) Monitoring involves systematic collection and routine analysis and use of information during implementation of marketing plans. Outline four basic purposes of Monitoring (4 Marks)