



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS (YR IV SEM II)**

UNIT CODE: HCOB 2414

UNIT TITLE: MARKET PLANNING AND CONTROL

DATE: 9th DECEMBER 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Briefly discuss the tools used in marketing situational analysis. (8 Marks)
- (b) Discuss key characteristics of strategic environmental analysis. (4 Marks)
- (c) With relevant examples discuss the significance of promotion strategy for marketing firms. (8 Marks)
- (d) Describe the importance of marketing audit to the planning process. (6 Marks)
- (e) Discuss the role of planning in marketing management. (4 Marks)

QUESTION TWO

- (a) Discuss the significance of developing and implementing marketing strategy. (6 Marks)
- (b) Discuss nature of marketing planning in competitive firms. (6 Marks)
- (c) Describe the key features of strategic choice. (8 Marks)

QUESTION THREE

- (a) Discuss the drawbacks that firms encounter in implementing their marketing strategies. (6 Marks)
- (b) Describe any **THREE** pricing strategies developed and implemented by competitive firms. (6 Marks)
- (c) Explain the main customer relationship strategic capabilities that firms operating in a competitive environment must acquire. (8 Marks)

QUESTION FOUR

- (a) Briefly discuss **FOUR** Marketing Strategy Controls. (8 Marks)
- (b) Briefly explain the strategic importance of vision statement to the marketing activities. (6 Marks)
- (c) Discuss the basic purpose of Marketing plan performance evaluation. (6 Marks)

QUESTION FIVE

- (a) Discuss marketing outcomes that marketing firms undertaking planning need to focus. (10 Marks)

- (b) Discuss market segmentation strategies that can be used by firms to achieve competitive advantage in the market. (10 Marks)