



# The Co-operative University of Kenya

## END OF SEMESTER EXAMINATIONS AUGUST-2018

### EXAMINATION FOR THE DIPLOMA IN BANKING & FINANCE / MARKETING (YR II SEM I)

UNIT CODE: DMAF 1204 / DMDM 1202

UNIT TITLE: STRATEGIC MARKETING

DATE: 24<sup>TH</sup> AUGUST, 2018

TIME: 2:00 PM – 4:00 PM

#### INSTRUCTIONS:

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

#### QUESTION ONE

- Explain the states of product Life Cycle and strategies to adapt at every stage (12 Marks)
- Discuss the 3 steps of formulating a competitive marketing strategy (6 Marks)
- Examine the potential advantage and disadvantages of pioneer/ market leader strategy sources of competitive advantage (6 Marks)
- Discuss the leapfrog and Frontal attack strategies (6 Marks)

#### QUESTION TWO

- The BCG matrix is one of the tools used by marketing strategists in developing strategies to be pursued by the firm. Clearly illustrate the BCG matrix with the aid of a clearly labeled diagram (12 Marks)
- Examine the differences TWO major differences between corporate strategy and marketing strategy (6 Marks)
- Define market entry strategy (2 Marks)

#### QUESTION THREE

- Porter's FIVE (5) forces model is applied to assess a firm's competitive position in the business environment. With the aid of a clearly labeled diagram, critically examine the forces model (10 Marks)
- Discuss the Ansoff's set of growth strategies as applied in strategic marketing (10 Marks)

#### QUESTION FOUR

- It is important for a company to understand the environment they operate in. Clearly state the external marketing environment using PESTEL analysis (12 Marks)
- A marketing audit helps the organization to understand its activities better. Explain the different types of the marketing Audit in strategic marketing (8 Marks)

#### QUESTION FIVE

- Organizations are constantly faced by the option of expanding and going global. Critically examine any FOUR ways an organization can enter into a new market (14 Marks)
- List down the Contingency Planning process as adopted in marketing metrics (6 Marks)