



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATIONS APRIL-2015

**EXAMINATIONS FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS (YR1 SEM 1)**

COURSE CODE: HCOB 2414

UNIT TITLE: MARKETING PLANNING AND CONTROL

DATE: APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) State and explain the types of marketing plans available for co-operatives. (5 marks)
- (b) List the FIVE elements of control systems available for effective marketing process. (5 mark)
- (c) Briefly explain the relevance of a product life cycle model and clearly outline the strategies applicable in each stage. (5 marks)
- (d) Briefly explain the marketing planning process. (5 marks)
- (e) Describe FIVE areas covered by marketing audit in the process of determining the current fate of a co-operative market. (5 marks)

QUESTION TWO

- (a) Giving examples discuss the importance of conducting a SWOT analysis in a micro finance institution. (10 marks)
- (b) Broadly describe the external and internal marketing environment showing implications of each to the marketing activity. (10 marks)

QUESTION THREE

- (a) State and explain FOUR levels of competition commonly witnessed during management of co-operatives. (8 marks)
- (b) Describe the stages of identifying market segments for effective planning. (12 marks)

QUESTION FOUR

- (a) Using the Boston's consulting group growth matrix, explain how a co-operative can efficiently allocate resources and plan ideas for optimum profitability. (10 marks)
- (b) Assuming the post of a marketing manager in Mwalimu Sacco describe FIVE market share defense strategies that can be applied as a market leader. (10 marks)

QUESTION FIVE

As an enterprising development manager you are expected to develop a marketing plan for your firm to be incorporated in the main business plan for financing purpose. Describe the components to be contained in the plan. (20 marks)