



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

**END OF SEMESTER EXAMINATION APRIL-2016**

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

**UNIT CODE: HCOB 2428**

**UNIT TITLE: STRATEGIC MARKETING**

**DATE: 29<sup>TH</sup> APRIL, 2016**

**TIME: 9.00 A.M. – 11. 00 A.M.**

**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) Briefly state the nature of marketing in Co-operative Societies. (7 marks)
- (b) Market orientation is the organizational culture that effectively and efficiently creates the necessary behaviour for the creation of superior value for customer and superior performance for business. State the components of customer orientation. (4 marks)
- (c) Briefly describe marketing audit (2 marks)
- (d) There are number of marketing audit tools that are used during the marketing planning process. Name and briefly explain each tool (9 marks)
- (e) What are the benefits of undertaking SWOT analysis to a co-operative society intending to expand its services to new market segment? (8 marks)

**QUESTION TWO**

- (a) Define a product (2 marks)
- (b) Name and discuss the strategic factors that encourage product standardization and adaptation. (10 marks)
- (c) Describe the principle elements of 'the product' give examples. (8 marks)

**QUESTION THREE**

- (a) State and briefly explain the elements of co-operative societies formulating and implementing effective marketing strategies. (10 marks)
- (b) Name the core marketing competencies and briefly explain how they create strategic advantage to a co-operative society seeking market dominance. (10 marks)

**QUESTION FOUR**

- (a) A channel is an institution through which goods and services are marketed. Discuss the strategic factors which have to be considered in the choice of a marketing channel. (10 marks)
- (b) State and briefly explain the strategic importance of marketing information system to marketing organizations / unit (6 marks)
- (c) Explain from a societal viewpoint, the importance of marketing (4 marks)

**QUESTION FIVE**

- (a) Briefly discuss the types of Marketing strategy controls (8 marks)

- (b) Explain the steps followed in marketing strategy control process. (8 marks)
- (c) What strategic consideration does a co-operative need to examine before deciding to target a market (4 marks)