

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER

MAIN FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BCM 312

COURSE TITLE: MARKET PLANNING AND STRATEGY

DATE: 15/07/2021

TIME: 2.00PM-4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) Discuss the portfolio planning approaches used in market planning. (10MKS)
- b) Discuss the components of a market mix (10MKS)
- c) Make short notes on the following terms (10 MKS)
 - i. Vision (2MKS)
 - ii. Mission (2MKS)
 - iii. Core values (2MKS)
 - iv. Planning (2MKS)
 - v. BCG and GE matrices (2MKS)

QUESTION TWO (20 MKS)

- a) Discuss four types of competitive strategies practiced by marketers. (10 MKS)
- b) Outline the strategies for developing market portfolios and plans for your products. (10 MKS)

QUESTION THREE (20 MKS)

- d) How can organizations sustain competitive strategy (10MKS)
- a) Discuss the steps followed in setting corporate plans (10 MKS)

QUESTION FOUR (20 MKS)

The business environment of an enterprise plays an important role in an organization.

- a) Discuss how the components of the micro environment influence business performance . (10 MKS)
- b) Explain how the elements of the macro environment affect enterprise operations. (10 MKS)

QUESTION FIVE (20 MKS)

- a) Outline the techniques of conducting environmental scanning in organizations. (10 MKS)
- b) Explain the benefits of cost leadership strategy to business organizations. (10 MKS)