



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION

BBA 303: MARKETING STRATEGIES AND PLANS

DATE: 9/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer Question **ONE** and any other **TWO** Questions.

CASE STUDY

Read the case below and answer the questions that follow:

The Thirst Rescue Pub (TRP)

The Thirst Rescue Pub (TRP) was located in a deprived area where incomes were low and unemployment high. It put luncheons every day of the week for its customers. The menu offered each day was exactly the same and there was no variation from week to week. The menu comprised of tomato soup, egg and chips, and rice and pudding. This made up a three-course meal in town.

For a couple of years the management of the pub enjoyed a good steady income from both its bar trade and its lunch-time meals. Every day the pub was packed full of locals and the occasional passers-by. Some six months ago a Japanese owned company opened a new assembly plant on a site close to TRP. The company recruited its assembly workers locally, and many people who formerly had been unemployed suddenly found themselves with jobs.

In the last six months, business at the TRP has slackened off altogether. Not only is there little demand for the cheapest three-course meal in town; but there has been a substantial fall-off in all the bar trade, at lunch-times, evenings and weekends.

- a) Identify the Strengths, Weaknesses, Opportunities and Threats for TRP (SWOT Analysis) (10 marks)
- b) Using the Ansoff's Product/Market Expansion Matrix, explain the strategies that TRP Management may pursue in order to stay in business. (5 marks)
- c) Identify five factors that affect the pricing decisions of TRP Management (5 marks)
- d) Assume that you have been appointed as a consultant on campaigning strategies. Give five steps you would suggest in developing effective campaigning strategies (5 marks)
- e) Briefly discuss five merits of strategy and plans to TRP Management (5 marks)

QUESTION TWO (20 MARKS)

- a) Understanding the environment in which a firm operates is basic to marketing planning. Discuss (10 marks)
- b) Discuss five factors affecting marketing strategies and plans in business and industry (10 marks)

QUESTION THREE (20 MARKS)

- a) Write short notes on the following: (4 marks)
- i. Pull and Push strategies
 - ii. Skimming and penetration practicing strategies
- b) Control process involves a number of control measures and analytical techniques justify this statement giving five relevant examples of such at strategic levels (10 marks)
- c) Each company has to identify which segment to operate in. Identify three levels of market segmentation (6 marks)

QUESTION FOUR (20 MARKS)

- a) Strategies are evaluated to assess whether they will help the organization achieve its objective. Discuss three broad categories of evaluation according to Johnson and Scholes (10 marks)
- b) Using specific examples, discuss the strategies used by Safaricom as a market leader in the mobile phone industry (10 marks)

QUESTION FIVE (20 MARKS)

- a) Assume you have been appointed the marketing manager of a firm that manufactures detergents. The Managing director has requested you to write a report to the Board of Directors advising them on the criteria for strategy evaluation. Prepare the report outlining the components of each. (10 marks)
- b) Strategy implementation involves strategic skills and various problems are encountered. Justify these statement (10 marks)