



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 303: MARKETING STRATEGIES AND PLANS

DATE: 16/8/2021

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

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)
 - i Identify the Strengths, Weaknesses, Opportunities and Threats for TRP (SWOT Analysis) (8 marks)
 - ii Using the Ansoff's Product/Market Expansion Matrix, explain the strategies that TRP Management may pursue in order to stay in business. (4 marks)
- b) Explain any three challenges faced by marketers when developing strategic plans for a particular product of a company (5 marks)

- c) Current product analysis is one of the key areas covered during situational analysis Identify five areas addressed during the process (5 marks)
- d) Using examples distinguish between corporate and functional marketing plans giving characteristics of each category (4 marks)
- e) Identify two internal and two external factors affecting pricing decisions (4 marks)

QUESTION TWO (20 MARKS)

- a) Understanding the environment in which a firm operates is basic to marketing planning. Discuss (8 marks)
- b) Differentiate between strategic marketing planning and Functional/tactical marketing Planning. (4 marks)
- c) When formulating marketing strategies, it is necessary to conduct a competitor analysis, so as to launch more precise attacks as well as prepare stronger defenses against attacks from competitors.
 - i. Describe the sources of competitor's information (4 marks)
 - ii. Describe the four levels of competition (4 marks)

QUESTION THREE (20 MARKS)

- a) Write short notes on the following:
 - i. Pull and push strategies (4 marks)
 - ii. Skimming and penetration practicing strategies (4 marks)
- b) 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)
- c) Differentiate between a market leader and Challenger (2 marks)

QUESTION FOUR (20 MARKS)

- a) Draw a BCG Growth share matrix and using appropriate examples, explain its role in product portfolio analysis (10 marks)
- b) Strategic marketing involves strategic decisions. Describe the characteristics of strategic decisions (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 requirements/contents of a good marketing Plan. Prepare the report outlining the content of a marketing plan and the importance of each. (10 marks)
- b) Using specific examples, discuss the strategies used by Safaricom as a market leader in the mobile phone industry (10 marks)