

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2015/2016**

FOURTH YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING OPTION)

**BFB3416: STRATEGIC MARKETING**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Meru University of Science and Technology is holding a seminar for its marketing personnel. As a marketing consultant, describe to the participants the following issues:
2. The recent developments in the market place that are affecting the strategic role of marketing in organizations. (8 Marks)
3. The elements of the overall environment that are to be included in an analysis necessary to provide the foundation of a good strategic marketing plan. (6 Marks)
4. The role of marketing in business organizations. (6 Marks)
5. Market (customer) orientation is aimed to make the customer the focal point of the company’s total operations. Discuss, giving practical examples, the features of market orientation. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. What is market driven strategy? Discuss the various ways in which businesses become market driven, and describe the characteristics of a good market driven strategy. (10 Marks)
2. A new company has developed a new product which needs to be popularized. As a consultant, discuss and recommend appropriate market promotion strategies that will effectively promote the product. (10Marks)

**QUESTION THREE (20 MARKS)**

1. In a growing industrial market, the market leaders, usually the pioneer, would like to maintain and expand its market share. Discuss the competitive strategies that firms can use to improve their competitive positioning. (10 Marks)
2. As an expert in strategic marketing, advise a new firm in the market on the marketing strategy process to adopt in entering the market. (10 Marks)

**QUESTON FOUR (20 MARKS)**

1. You have been assigned the responsibility of making pricing decisions in an organization where you are newly employed. What factors would you consider before making such decisions?

(12 Marks)

1. Discuss the challenges of marketing Kenya as a tourist destination. (8 Marks)