



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 423: STRATEGIC MARKETING

Date: 1st August, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions
- Question ONE carries 25 marks while the rest carry 15 marks each



QUESTION ONE – COMPULSORY (25 MARKS)

- a) “Strategic Marketing is the management process of instilling the marketing concept into the heart of the organization” Discuss (5marks)
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- b) Discuss the role of organizational capabilities in strategic management. (20marks)

QUESTION TWO (15 MARKS)

- a) Discuss the dimensions of Market analysis (5marks)
- b) Describe the activities involved in defining and analyzing product-markets. (10marks)
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QUESTION THREE (15 MARKS)

- a) Explain the factors that may influence the choice of the targetting strategy. (5marks)
- b) Describe a positioning concept for three different brands/ products that corresponds to functional, experiential and symbolic positioning and how to determine their effectiveness. (10marks)

QUESTION FOUR (15 MARKS)

Explain how an organization can develop an effective new product. (15marks)

QUESTION FIVE (15 MARKS)

- a) Managers are important facilitators in the implementation process and some are better implementers than others. Planners and implementers often have different strengths and weaknesses. An effective planner may not be good at implementing a plan. Discuss (5marks)
- b) What justification is there for conducting a marketing audit in a business unit whose performance has been very good? Discuss (10marks)

QUESTION SIX (15 MARKS)

- a) Explain the major steps in selecting a pricing strategy for a new product or altering an existing strategy. (7 ½ marks)
- b) Discuss the various activities involved in designing an organization’s promotion strategy. (7 ½ marks)