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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

KBA 320 – STRATEGIC MARKETING PLANNING

Date: 12th April, 2019
Time: 11.00am -1.00pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

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QUESTION ONE (30 MARKS)

Opondo gave an opinion that, while every individual campaign should have a plan, your company also needs a strategic marketing plan to guide your overall efforts. A strategic plan identifies your business goals, the marketplace in which you compete, your target audience, the ways you want to reach them, and how you will evaluate your success. It integrates everything you say and do to grow your company. A strategic marketing plan is not a static document that gets tossed in a drawer once it's written. Instead, a plan is a living document that guides your work and is regularly updated to reflect changes in your business, your customers, and your competition. Opondo (2016)

Answer the following questions by referring to the above paragraph:

- a) Define the following terms
 - i) Market (2 Marks)
 - ii) Marketing (2 Marks)
- b) Highlight how the marketing mix assist the growth of an organization (5 Marks)
- c) Discuss how a strategic market plan is important to business (5 Marks)
- d) Elaborate on the two major customers in the market with their basic characteristics (5 Marks)
- e) In business, competition is inevitable, explain using three examples how entrepreneurs can cope with this threat. (5 Marks)

QUESTION TWO (20 MARKS)

- a) A situation analysis the model used in the strategic marketing planning, identify and explain its components (10 Marks)
- b) Explain the importance of SWOT analysis (10 Marks)

QUESTION THREE (20 MARKS)

- a) Customer relation management is important for the performance of any organization, discuss how the following supports its success
 - i) Customer value (6 Marks)
 - ii) Satisfaction (6 Marks)
- b) Discuss how Partner inside the company is important to the organization (8Marks)

QUESTION FOUR (20 MARKS)

- a) Distinguish between a product and a service using four examples (6 Marks)
- b) Examine four differences between a consumer product and the industrial product (8 Marks)
- c) Explain three ways in which branding helps the consumer (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss three main approaches used in marketing planning (6 Marks)
- b) Differentiate between a store and warehousing (8 Marks)
- c) The customer is the king or queen, confirm this statement using two examples (6 Marks)