



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION – DECEMBER 2016

EXAMINATION FOR THE BACHELOR OF COMMERCE

UNIT CODE: HBM 2401

UNIT TITLE: STRATEGIC MARKETING

DATE: DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Highlight the SIX (6) components of a marketing system (6 Marks)
- (b) Outline the FIVE (5) components of a marketing plan (5 Marks)
- (c) Explain any FIVE (5) sources of a competitor intelligence (10 Marks)
- (d) Highlight any FIVE (5) areas which the objective competitors may focus on (5 Marks)
- (e) Distinguish between corporate social responsibility and marketing citizenship (4 Marks)

QUESTION TWO

- (a) Explain the strategic planning process relative to strategic marketing (10 Marks)
- (b) Describe the concept of SWOT analysis in strategic marketing (10 Marks)

QUESTION THREE

- (a) Explain any FIVE (5) forms of strategic alliances (10 Marks)
- (b) Explain any FIVE (5) types of industries relative to marketing and the opportunities that they offer (10 Marks)

QUESTION FOUR

- (a) Explain any TEN (10) measures which could be used by a firm to control cost drivers in its operations (10 Marks)
- (b) Mr. Omondi has identified the cost leadership strategy as his strategy of choice in eliminating competition in the market. Kindly explain to him FIVE (5) challenges of the low cost strategy in strategic marketing (10 Marks)

QUESTION FIVE

- (a) Discuss any FIVE (5) international business strategies (10 Marks)
- (b) Discuss any FIVE (5) forms of competitive behaviour (10 Marks)