THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS
(YR IV SEM I)

UNIT CODE: BMKT 4110

UNIT TITLE: MARKETING PLANNING, STRATEGY AND CONTROL

DATE: TUESDAY 20TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

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

QUESTION ONE

(a) Marketing strategy is the process that allows the organization to focus on its mission. Discuss the benefits of developing marketing strategies. (8 Marks)

(b) A clear mission statement is central to an organization's existence. Describe the significance of mission statements to competitive organizations. (8 Marks)

(c) Overall goal of strategic planning is to produce a workable plan. Along the way, the company will develop, evaluate, and refine five outcomes. Describe any three outcomes of strategic planning. (6 Marks)

(d) Strategic analysis involves analyzing the strength of a firm's market position and understanding the important external factors that may influence that position. Describe the characteristics of strategic analysis. (6 Marks)

(e) Describe the term "organization vision" (2 Marks)

QUESTION TWO

(a) Competitive intelligence provides insight into marketplace dynamics and challenges in a structured, disciplined, and ethical manner using published and non-published sources so as to ensure firm market competitiveness. Discuss the characteristics of competitive intelligence. (8 Marks)

(b) Discuss two growth strategies used by cooperative to grow their market share.

(8 Marks)

(c) Describe the aggregate reasons why companies undertake internal analysis behavior. (4 Marks)

QUESTION THREE

(a) Discuss the steps involved in strategic market planning. (8 Marks)

(b) Describe the bases used in segmenting consumer markets. (8 Marks)

(c) Explain the purpose of formulating and implementing marketing objectives.

(4 Marks)

QUESTION FOUR

(a) Organizations continually face the challenge of exercising choice among alternatives. Explain the process of strategic choice. (6 Marks)

(b) Explain three strategic management tools that are used in analyzing marketing Environment. (6 Marks)

(c) Marketing control involves setting a desired standard, measuring deviations from the standard and taking the appropriate action. Discuss four types of marketing controls. (8 Marks)

QUESTION FIVE

(a) Describe the four types of Strategic Marketing Plans developed by progressive firms. (8 Marks)

(b) Describe the Importance of monitoring and evaluation of the implementation of marketing plans and activities. (6 Marks)

(c) Discuss the benefits that accrue to firms who develop and utilize marketing information systems. (8 Marks)