



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

BBA 845: STRATEGIC MARKETING MANAGEMENT

DATE: Monday, 5th February, 2018

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

Answer question **ONE** and any other **THREE** questions

Supermarkets have withdrawn Nestle Maggi noodles from the shelves after the Consumer Federation of Kenya (Cofek) issued a directive to recall the product for Analysis. A spot check by the Nation yesterday at Tusksys, Nakumatt and Naivas supermarkets in the city centre revealed that the outlets had already heeded the directive. Through their official twitter account, Nakumatt informed its followers that it has 'voluntarily' decided to withdraw the brand of noodles from its shelves.

Concerns about the Nestle Maggi noodles, a staple food made from unleavened dough which is cut into one of the variety of shapes came up after Cofek demanded that Kenya Bureau of Standards order the recall of noodle from supermarkets until a thorough analysis of the product is done. The demand by the consumer watchdog followed revelations by the Food Standards and Safety Authority of India (FSSAI), the product exceeded permissible levels of lead and contained monosodium glutamate that is unmentioned in the ingredients' list.

(Adopted from Daily Nation, June 84 2015)

1.
 - (a) Discuss any three strategies that Nestle can utilize to counter the decisions taken by Cofek (10 marks)
 - (b) Outline the key opportunities and threats that the mentioned supermarkets have to deal with (10 marks)
 - (c) Discuss the personal factors that may influence the consumer behaviour of Nestle products (10 marks)
2. Discuss the importance of marketing planning to an organization that has invested its resources in marketing (10 marks)
3. Discuss the process of formulation of marketing strategy in an organization you are familiar with in Kenya (10 marks)
4. Discuss the alternative approaches to achieving competitive advantage. Give examples of organization you are familiar with (10 marks)
5. Discuss the challenges organizations encounter while carrying out marketing strategy implementation and control (10 marks)