KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

SECOND TRIMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 303: MARKETING STRATEGIES AND PLANS

DATE: Tuesday, 19th June 2018 **TIME:** 4.30 p.m. - 6.30 p.m.

INSTRUCTIONS:

Answer Question One and Any other Two Questions.

Question One

(a) The Text book Center has dominated the market despite recent controls by the government in schools. Discuss the product decisions that may have made the organization successful in this industry. (10 marks)

(b) As a newly appointed marketing manager for Microsoft in Kenya, discuss how you would segment the Kenyan market. (10 marks)

(c) Barclays Bank has recently announced intention to rebrand in the African market. Discuss with the company management the communication mix that this process should follow. (10 marks)

Question Two

(a) Walmart, a leading retail supermarket chain has been consistently ranked among the top Fortune 500 companies in the world. Discuss the pricing strategy that the company may be adopting to remain successful. (12 marks)

(b) Discuss the importance of strategy evaluation. (8 marks)

Question Three

(a) Discuss four positioning Errors that marketers often make. (14 marks)

(b) As new marketing manager in a car selling company, discuss how you will go about targeting the corporate market. (6 marks)

Question Four

You have been approached to advise the management of a new hotel opening in the Coast region of Kenya. Advise the management on the effect of political and technological environment that may face the organization and how technology can be used to reach the domestic market.

(20 marks)