

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOF OF SCIENCE IN AGRICULTURAL ECONOMICS

BCOM 424: STRATEGIC MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write anything on the question paper

Q1. According to Peter F. Drucker, marketing and by extension strategic marketing is a central dimension of the entire business. It is the whole business seen from the point of view of its final result, that is, from the customers point of view. Demonstrate your appreciation of this view of strategic marketing by undertaking the following:

- (a) Distinguish the four degrees of specificity in product market scope (Generic product market, product type product market, product variants, brand product market)

[10 marks]

- (b) Identify the characteristics common in mature industries [6 marks]
- (c) Differentiate between the possible options in a branding strategy [9 marks]
- (d) Demonstrate how marketers exploit price in positioning strategy [7 marks]

Q2. As a marketing strategists who is expected to offer strategic input in support of the marketing function, you are called upon to undertake the following:

- (a) Offer a clarification on the strategy questions that help identify critical issues that should be considered in strategy development [10

marks]

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- (b) Offer a comprehensive analysis of the specific performance factors undertaken in the analysis of an existing product [10

marks]

Q3. The uses of promotion vary according to the type of purchase, the stage of buyers' decision process, the maturity of the product market and the role of promotion in the marketing programme. In light of this, undertake the following:

- (a) Distinguish between the promotions objectives targeted by marketers [8 marks]  
(b) Differentiate between the ratios used to evaluate performance of sales people

[12

marks]

Q4. Use your recently acquired skills in Strategic marketing to undertake the following:

- (a) Present the strategies that can attract consumers to a company's products

[12

marks]

- (b) Expound on the decisions made in regard to channels of distribution strategy

[8

marks]

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