



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2017/2018**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR  
THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH INFORMATION  
TECHNOLOGY**

**CITY CAMPUS**

**ABA 309: MARKETING STRATEGY AND PLANNING**

Date: 10th May 2018

Time 5.30 - 7.30pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.



### QUESTION 1

- a) Discuss some of the product strategies that an organization may adopt in order to compete successfully (10mks)
- b) Discuss the elements of a marketing plan. (10mks)
- c) Explain the importance of marketing planning (5mks)

### QUESTION 2

Discuss the three levels of strategy in an organization giving examples of marketing related decisions at each level (15mks)

### QUESTION 3

Discuss the elements in the macro environment of the marketing function (15mks)

### QUESTION 4

Applying Ansoff's Matrix advances optional intensive strategies an organization might use to achieve market growth. Explain these strategies. (15mks)

### QUESTION 5

Explain some of pricing strategies available for a marketer to apply and compete favourably. (15mks)

### QUESTION 6

Promotional strategies are applied depending on the circumstances including intended geographical coverage. Discuss promotion strategy options (15mks)