



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

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

MAIN CAMPUS

ABA 309: MARKETING STRATEGY AND PLANNING

Date: 23rd February, 2018

Time: 3.30 - 6.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE



- Q1 a)** Discuss the components of a marketing plan. (15 marks)
- b) Explain the five Ps of the word strategy as advanced by Henry Mitzberg (10 marks)
- Q2.** Discuss Michael Porters Generic Competitive Strategies (15 marks)
- Q3.** Describe the market segmentation strategy options that firms may pursue (15 marks)
- Q4.** There a number of intensive strategies that are market oriented that firms may apply in order to grow. Describe these strategies (15 marks)
- Q5.** Discuss with illustration, the growth –share matrix as advanced by Boston Consulting Group (15 marks)
- Q6.** Discuss pricing strategy options that businesses have and that they may use to make their offerings more competitive (15 marks)