

JARAMOGI OGINGA ODINGA UNIVERSITY

SCHOOL OF BUSINESS & ECONOMICS

ABA 309: MARKETING STRATEGY AND PLANNING

MAY –AUGUST EXAM

DATE: _____

TIME: TWO HOURS

INSTRUCTIONS:

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS

Question one

- a) Describe the elements of demographic and cultural environment and explain how changes in these elements may affect marketing decisions (6marks)
- b) Briefly outline how product life cycle stages of a product affect pricing decision. (6marks)
- c) Use Ansoff's Product- market expansion grid to explain product growth strategies (8marks)
- d) Developing marketing strategies is an important component of the marketing planning process. Discuss (5 marks)
- e) The rapid pace of technological change opens up new opportunities, but also poses challenges for marketers. Justify this statement using an appropriate example (5marks)

Question Two

Assume you are a brand manager at a company of your choice. You are required to develop a marketing presentation explaining the following important product decisions to company stakeholders.

- i) Why and when a company should make a decision to develop a new product?
- ii) Discuss the new product development process
- iii) Marketing strategies that a company may adopt during maturity and decline stages of the product life cycle.

20 marks

Question three

Before making a marketing decision, the marketing manager has to do a marketing research. Discuss the five step application of the marketing research process. (20marks)

Question four

Jambo enterprises is a medium sized company based in Kisumu. Management of the company has lately realized that their customers are becoming increasingly more demanding in their level of satisfaction. There is also increased competition and Jambo management fears that they might lose some of their customers to the competitors if they do not adequately address the issue of customer satisfaction.

How can Jambo enterprises use customer orientation to enhance customer satisfaction through marketing mix variables. (20 marks)

Question five

A marketing plan fills out the marketing strategy. Explain what a marketing plan spells out in details.

(20 marks)