

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
FEBRUARY 2010 EXAMINATIONS
MARKETING MANAGEMENT CBU 4108
TIME ALLOWED: 3 HOURS 30 MINUTES

Instructions to Candidates

- i) Section A is compulsory.
- ii) Answer any 3 questions from section B.
- iii) Questions can be answered in any order.
- iv) As much as possible use relevant examples

SECTION A

QUESTION 1

CASE

SKETCHLY

More Dry Cleaning

Read the case and answer the following questions.

- a) Discuss the environment in which Sketchly operates and its position in the industry. **[10 Marks]**

- b) Identify the main segments and illustrate how each could be effectively targeted. **[10 Marks]**

- c) Who are Sketchly's major competitors? Discuss the relative strengths and weaknesses of these players versus Sketchly. **[15 Marks]**

- d) How can the independents compete against Johnson or Sketchly? **[5 Marks]**

SECTION B

QUESTION 2

Using relevant practical examples, discuss the importance of conducting competitor analysis to a marketing manager. **[20 Marks]**

QUESTION 3

Assume you are a manager for a new fashion retail outlet. Discuss the variables that you can use to segment your target market. **[20 Marks]**

QUESTION 4

Discuss Porter's Generic strategies and their applicability to Zimbabwean businesses.

[20 Marks]

QUESTION 5

Evaluate the usefulness of the Boston Consulting Group (BCG) matrix as a means of evaluating a corporation's business units.

[20 Marks]

QUESTION 6

With the use of practical examples, discuss market challenger strategies. **[20 Marks]**

QUESTION 7

a) Using relevant examples, discuss the four types of marketing control and their purposes. **[10 Marks]**

b) What approaches are used to measure the control.

[10 Marks]

END OF EXAMINATION