

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**STRATEGIC MARKETING – CBU 4201**

**FINAL EXAMINATION – APRIL 2009**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- (i) Answer any **FOUR** (4) questions
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**QUESTION 1**

Describe the major macro environmental factors that may affect the rebranding of major banks in Zimbabwe. **[25 Marks]**

**QUESTION 2**

Explain how the concept of needs wants and demand; marketing offers, value and satisfactory exchanges and relationships; and markets are interrelated. **[25 Marks]**

**QUESTION 3**

Using Anself's products / market expansion grid, discuss possible growth opportunities for a cosmetic product targeted to young female adults who reside in the low density suburbs of major towns in Zimbabwe. **[25 Marks]**

**QUESTION 4**

Discuss Michael Porter's Generic Competitive Strategies in your answer explain the risks associated with these competitive strategies. **[25 Marks]**

**QUESTION 5**

Describe the major components that make up Internal Environmental Scanning.  
**[25 Marks]**

**QUESTION 6**

Briefly discuss each of the following:

- (a) B.C.G. Growth Share Matrices
- (b) Product Life Cycle Model
- (c) Strategic Group Analysis
- (d) Five Forces Framework
- (e) Marketing Audits

**QUESTION 7**

Using examples of your choice, discuss the strategic planning process.  
**[25 Marks]**

**END OF EXAMINATION**