

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

STRATEGIC MARKETING II – CBU 4201

SUPPLEMENTARY EXAMINATION - OCTOBER 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

Explain the fundamental competitor analysis strategies and the likely response profiles of competitors. **[25 Marks]**

QUESTION 2

Using a product of your choice, discuss the basic elements of a marketing plan. **[25 Marks]**

QUESTION 3

With the use of examples, explain the activities involved in marketing strategy implementation. **[25 Marks]**

QUESTION 4

“Strategic marketing control determines whether a process is experiencing normal variation or is actually out of control”. Discuss. **[25 Marks]**

QUESTION 5

How would you advise a marketing manager with regards to strategic evaluation of an imposed marketing strategy? **[25 Marks]**

QUESTION 6

“Coordinating and integrating marketing mix components is important in effective strategic marketing”. Discuss. **[25 Marks]**

QUESTION 7

Contrast the traditional marketing management and total quality management. **[25 Marks]**

END OF EXAMINATION

