

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**STRATEGIC MARKETING MANAGEMENT II – CBU 4201**

**FINAL EXAMINATION - JUNE 2010**

**TIME ALLOWED: 4 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer **Section A** and any other **Two (2) Questions** from **Section B**.

**INFORMATION TO CANDIDATES**

- (i) Section A carries (60) Marks.
- (ii) Section B carries (40) Marks.
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**SECTION A**

**QUESTION 1**

**CASE title GATORADE DEFENDS ITS NO. 1 POSITION**

- (a) Describe the intensity of competition in the sports drink market.  
**[10 Marks]**
- (b) Elaborate on how Gatorade defended itself in light of challenges from K10.  
**[10 Marks]**
- (c) How does Quaker Oats Company parentage of Gatorade serve as a strength in gaining competitive advantage in the soft drink market.  
**[15 Marks]**
- (d) Develop a marketing plan for **GATORADE LIGHT** isotonic sports drink.  
**[25 Marks]**

## **SECTION B**

### **QUESTION 2**

Given the turbulent economic environment in Zimbabwe, should strategic choice be based entirely on financial, non financial or multiple criteria?

**[20 Marks]**

### **QUESTION 3**

'Successful change in strategy requires effective implementation.' Discuss.

**[20 Marks]**

### **QUESTION 4**

You are a newly appointed marketing manager and have been tasked to introduce tight strategic control measures. Elaborate on your mandate.

**[20 Marks]**

### **QUESTION 5**

Discuss a typical strategic change management process that will result in less resistance from employees.

**[20 Marks]**

**END OF EXAMINATION**