

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

STRATEGIC MARKETING MANAGEMENT 11-CBU 4201

FINAL EXAMINATION – MAY 2011

TIME ALLOWED: 3HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

Answer question **One** in Section A and any other **Two** questions from Section B.

INFORMATION TO CANDIDATES

- (i) Section A carries 60 marks
- (ii) Each question in Section B carries 20 marks .
- (iii) Questions may be answered in any order.
- (iv) Credit will be given **for the use of appropriate examples**.
- (v) This paper contains **Five** questions.

SECTION A

QUESTION 1

- a. Prepare a marketing plan for the company as it is now heading towards the Russian market.

[20 Marks]

- b. Discuss the intensity of competition in the jewelry market.

[10 Marks]

- c. How does Kalevala jewelry build on its competitive advantage to counter competition?

[15 Marks]

d. To what extent does culture affect the marketing of jewelry in Finland?

[10 Marks]

e. Describe Kalevala's product mix.

[5 Marks]

SECTION B

QUESTION 2

One of the difficult management control tasks is that of determining whether a process is experiencing normal variation or is actually out of control. Discuss how management can resolve the situation.

[20 marks]

QUESTION 3

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

[20 Marks]

QUESTION 4

Elaborate on the activities that ensure successful implementation of marketing strategies.

[20 Marks]

QUESTION 5

You have been tasked with doing strategic evaluation of a recently adopted marketing strategy, how would you carry out your task.

[20 Marks]

END OF EXAMINATION