

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

STRATEGIC MARKETING – CBU 4201

SUPPLEMENTARY EXAMINATION – JULY 2012

TIME ALLOWED: 3 HOURS, 30 MINUTES

INSTRUCTIONS TO CANDIDATES

Answer Question **one** and any **two** questions in section B.

INFORMATION TO CANDIDATES

- i) Question one carries **60** marks.
- ii) Questions in section B carry **20** marks each.
- iii) Questions may be answered in any order.
- iv) Credit will be given for the use of appropriate examples.

SECTION A

Question 1

Read the case study attached at the end of this paper, and answer questions that follow.

- a. Kalevala is seeking to diversify into the Russian market, prepare a marketing plan that will ensure success.
[20 marks.]
- b. Discuss the competitive rivalry in the Kalevala jewelry market.
[20 marks.]
- c. Elaborate on the extent to which culture affects the marketing of jewelry in Finland?
[20 marks.]

SECTION B**Answer two questions in this section****Question 2**

Suppose you have been asked to evaluate whether marketing plans are on course. What criteria would you use in this evaluation?

[20 marks]

Question 3

Discuss how a pricing strategy most suitable for a dynamically new product.

[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

“ The choice of a channel strategy is determined by type of the customer and the nature of the products.” Discuss.

[20 Marks]

END OF EXAMINATION