

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

STRATEGIG MARKETING

FINAL EXAMINATION MAY 2014

TIME ALLOWED 3 HOUR 30 MINUTES

INSTRUCTIONS TO CANDIDATES

Answer question one and any two questions from section B.

INFORMATION TO CANDIDATES

- i) Question one carries 60 marks
- ii) Questions in section B carry 20 marks each.
- iii) Questions may be written 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.

Samsung's Mobile Phone Business

- a) Using Ansoff growth matrix, discuss Samsung's growth strategies.

[20 marks]

- b) Elaborate on the marketing warfare in the mobile phone industry.

[20 marks]

- c) Using Boston Consulting Group matrix, analyze Samsung's strategic business units.

[20 marks]

or

- d) Analyze Samsung's financial and non financial performance during the period 2001 to 2003.

[20 marks]

SECTION B

Question 2

An organization using the age based segmentation approach wishes to target the teenage market. How would it effectively use the marketing mix to build a significant 'share of mind' and 'share of heart' for its luxury apparel?

[20 marks]

Question 3

'Strategic marketing plans are increasingly advocated for not - for - profit organizations'. Evaluate the benefits that these marketing plans offer in the context of different types of public services.

[20 marks]

Question 4

Appraise how effective change management can minimize rejection of change by those who are meant to implement it.

[20 marks]

Question 5

Suggest strategic evaluation criteria that can be used to evaluate the implementation of a new marketing strategy in a firm.

[20 marks]