NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

STRATEGIC MARKETING

CBU 4201

Second semester examination paper
April 2015

This examination paper consists of 2 pages

Time allowed: 3 hours 30 minutes
Total Marks: 100

INSTRUCTIONS TO CANDIDATES
Answer question **one** and any other **three** questions.

INFORMATION TO CANDIDATES

(i)   Question **one** carries **40** marks and all other questions carry **20** marks.
(ii)   Questions may be answered in any order.
(iii)   As much as possible, use relevant examples.
(iv)   This paper contains **seven** questions.

MARK ALLOCATION

Question	Mark Allocation
1	40
2	20
3	20
4	20
5	20
6	20
7	20
Total (for four questions)	**100**

Question 1 -Compulsory

Case study: Apple from the iPod to the iPad

Required

    (a) Discuss Apples' product mix. In your answer comment on the product line breath and depth. **(15 marks)**

    (b) Using the BCG model examine Apples' products in terms of market growth rate and relative market share. **(15 marks)**

    (c) Comment on the Ipad's contribution to profitability in the years 2010 to 2012.

        (10marks)

Question 2
'Strategy development in organizations is highly dependent on corporate strategies' Discuss.
        (20 marks)

Question 3
"Organizational structure follows strategy, Chandler (Dec 2007)." Elaborate on the implications of this statement. **(20 marks)**

Question 4
Recommend appropriate control mechanisms to measure and monitor the progress of an implemented marketing strategy. **(20 marks)**

Question 5
Discuss the attack and defense strategies adopted by firms where there is intense rivalry.
        (20 marks)

Question 6
Account for how the 'people side' of an organization can be managed to enable successful strategic implementation?

        (20 marks)

Question 7
    (a) Outline and explain the key features of a marketing plan. **(15 marks)**

    (b) Comment on the barriers to effective marketing planning. **(5 marks)**

END OF EXAMINATION