



Riara School of Business
Nurturing business innovators
JANUARY – APRIL 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME

RMK 405: MARKETING STRATEGY AND PLANS

DATE: APRIL 2023

TIME: 2 HOURS

INSTRUCTIONS

- i) Answer Question ONE and any other two questions**
 - ii) Marks allocated to each question are shown at the end of the question**
 - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
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QUESTION ONE (COMPULSORY)

- (a) Explain the term **SWOT Analysis** in relation to Marketing Planning. **(4 Marks)**
- (b) Discuss **FOUR (4)** benefits that a company derives from having a Marketing Plan. **(8 Marks)**
- (c) Discuss **FOUR (4)** barriers to effective Marketing Planning. **(8 Marks)**
- (d) Using relevant examples, discuss **any FIVE (5) steps** undertaken in the sequence in Marketing Planning. **(10 Marks)**

QUESTION TWO

- a) Explain the term **Marketing Strategies?** **(2 Marks)**
- b) Using relevant examples, discuss any **TWO (2) Marketing Strategies** that as a Marketing Manager you can undertake for each of the **4Ps** of Marketing. **(8 Marks)**

c) As the Marketing Manager of **XYZ Company Limited** which deals solely with **Consumer goods**, discuss **FIVE (5)** ways in which you can undertake **Market Segmentation** for your company. **(10 Marks)**

QUESTION THREE

(a) Explain the importance for a firm to have a **Marketing Plan** **(2 Marks)**

(b) The **ANOSFF MATRIX** is concerned with what is sold (products) and to whom it is sold (markets). Discuss the **FOUR (4)** possible combinations of products and markets from the perspective of **ANSOFF MATRIX**. **(4 Marks)**

(c) You have been appointed the head of a team tasked with the responsibility of coming up with a Marketing Plan for Riara University and you therefore need to do a **SWOT Analysis**. Outline a **SWOT Analysis** for Riara University. **(14 Marks)**

QUESTION FOUR

a) Explain the term **Market Segmentation?** **(2 Marks)**

b) You have been appointed Head of Marketing for **ABC Company Limited** which exclusively sells **Industrial goods**. Discuss **FOUR (4)** ways that you would use to undertake **Market Segmentation** for the company. **(8 Marks)**

c) **Michael Porter** argues that superior performance of a firm is significantly influenced by the firm's competitive advantage in his **FIVE FORCES Model**. Evaluate how each of these five forces would affect the formulation of Marketing Plans and Strategies in a company. **(10 Marks).**