**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF TERM EXAMINATION**

**BUM3323: MARKETING STRATEGY**

**FRIDAY AUGUST 1ST, 2014**

**1800HRS – 2100HRS**

**INSTRUCTIONS**

- This exam paper has **Seven** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.

**Attempt Any Five Questions Of Your Choice.**

**QUESTION ONE**.

Describe the following concepts as used in marketing strategy. Support your answer with an example.

i. A Market Leader
ii. A Follower
iii. A Nicher
iv. Differentiated marketing Strategy
v. Undifferentiated strategy **(20marks)**

**QUESTION TWO**

Describe the various stages in the marketing strategic planning process. **(20marks)**

**QUESTION THREE**

Describe the various macro-environmental factors that affect the strategic planning process. **(20marks)**

**QUESTION FOUR**

Explain the following concepts as applicable in strategy formulation. Support your answer with examples.

i. Segmentation. **(2marks)**
ii. five segmentation criteria **(10marks)**
iii. Targeting **(4marks)**
iv. Positioning **(4marks)**

**QUESTION FIVE**

**(a)** Explain any five marketing orientations. **(10marks)**

**(b)** Briefly describe the following marketing strategies.

i. Contraction defense
ii. Position defense
iii. Mobile defense
iv. Encirclement attack
**v.** Guerrilla attack **(10 marks)**

**QUESTION SIX**

**(a)**Describe the Ansoff's model as a strategic tool in strategy formulation. **(8marks)**

**(b)** Explain the Boston Consulting Group (BCG) strategy model and describe any four strategies that it can suggest to a marketer. **(12marks)**

**QUESTION SEVEN**

**(a)** Describe the three Michael porter's generic strategies. **(6marks)**

**(b)** Explain any seven factors that a manager should consider for successful strategy implementation. **(14marks)**