PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4423: MARKETING PLANNING AND CONTROL

FRIDAY, JULY 27, 2012

1800HRS – 2100HRS

INSTRUCTIONS

- This Exam Script has **FIVE (5)** Questions.
- Answer **ANY FOUR** questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

BUM4423: MARKETING PLANNING AND CONTROL.

INSTRUCTIONS.

1. **ATTEMPT ANY FOUR QUESTIONS OF YOUR CHOICE.**

Q1.You have recently graduated from PACU and got a job as a sales director with Danomuga enterprises Ltd. in Ruaraka a Medium sized firm specializing in manufacturing and selling biscuits. The marketing manager has approached you to come up with a promotion plan for the next six months in order to achieve the company profit target for that period. Describe the main elements you could include in your plan in the following headings.

(a) Advertising
(b) Sales promotion
(c) Personal selling
(d) The internet.
(e) Public relations (20 marks)

Q2 (a) explain any five benefits gained from planning for marketing activities. (10marks)

(b)Describe the main components that should be included in a typical marketing plan. (10marks)

Q3.Describe any five factors that a brand manager should put into consideration in order to establish a strong brand. (20 marks)

Q4. (a)Discuss any six reasons as to why plans fail. (12 marks)

(b) Explain any three planning levels in an organization. (6marks)

(c) Give a definition of a mission statement as a critical tool in strategic planning. (2marks)

Q5. (a)Explain the McKinsey's Seven Ss model as a good way of representing the internal factors which can affect the successful implementation of marketing plans.

(14marks)

(b) Identify and explain any three performance indicator in the marketing control process.

(6marks)

END