



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELOR OF BUSINESS LEADERSHIP
END TERM EXAMINATION – ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: BUM 3323

COURSE TITLE: MARKETING STRATEGY AND PLANS

Time: 2 HOURS

Instructions

- Read all questions carefully before attempting.*
- Question ONE is COMPULSORY.*
- Answer ANY THREE questions out of the remaining FIVE*

QUESTION ONE (COMPULSORY)

- a) Define marketing management (2 marks)
- b) Outline any **two** reasons why it is critical to understand consumer behaviour (2 marks)
- c) Highlight any **three** primary elements of positioning strategy (3 marks)
- d) List the main components of a marketing plan (3 marks)

QUESTION TWO

- a) Highlight any **two** differences between consumer and organizational buying behavior (2 marks)
- b) Discuss any **two** marketing philosophies (4 marks)
- c) Outline any **four** variables for segmenting consumer markets (4 marks)

QUESTION THREE

- a) State the eight steps followed in the marketing research process (4 marks)
- b) Explain the stages followed in developing new products (6 marks)

QUESTION FOUR

- a) Outline the **four** variables that a company aims to estimate when testing consumer products. (2 marks)
- b) Differentiate the characteristics of short and long distribution channel strategies (4 marks)
- c) Highlight the steps of developing a promotion strategy (4 marks)

QUESTION FIVE

- a) Outline any **three** ways in which you can assist an organization with its marketing strategies and plans (3 marks)

- b) Explain briefly the personal selling process (3 marks)
- c) Highlight any **four** techniques that are used to generate new product ideas (4 marks)

QUESTION SIX

- a) State any **four** factors that affect the media choice of a company to advertise its products (2 marks)
- b) Giving examples, distinguish between laggards and innovators in terms of new product adoption (3 marks)
- c) Explain the link between marketing planning and marketing control (5 marks)