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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 19th April, 2023
Time: 11.30am –1.30pm

KBA 320 - STRATEGIC MARKETING PLANNING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: GLOBAL TELECOMS

You are the marketing manager for Global Telecoms which manufacture smartphones. The company has developed a new smartphone with innovative features and it is intending to launch it in the market despite stiff competition. The new smartphone is affordable, high-quality, and equipped with features that are in high demand among consumers. Your task is to develop a marketing strategy that will successfully introduce the brand to consumers and increase sales.

Situation Analysis:

- The market is highly competitive with well-established players dominating the industry.
- Consumer demand for smartphones is high, but there is a wide range of price points.
- The new smartphone brand offers features that are in high demand among consumers, such as long battery life, high-quality camera, and large storage capacity.
- The new smartphone brand has a limited marketing budget compared to its competitors.

Required:

- a) What are some potential challenges that the new smartphone brand could face in the highly competitive market? (6 Marks)
- b) What are the benefits of marketing strategies to Global Telecoms? (6 Marks)
- c) How can the Global Telecoms differentiate itself from competitors in the smartphone market? (6 Marks)
- d) What metrics can Global Telecoms use to measure the success of its marketing strategy? (6 Marks)
- e) What are the pricing strategies Global Telecoms can adopt in the highly competitive market? (6 Marks)

QUESTION TWO (20 MARKS)

- a) Highlight levels of marketing strategy. (4 Marks)
- b) Explain the challenges companies experience when implementing marketing strategies (8 Marks)
- c) Elaborate the strategic marketing process (8 Marks)

QUESTION THREE (20 MARKS)

- a) List benefits of competitor analysis. (4 Marks)
- b) Discuss the macro marketing factors which companies need to assess when formulating marketing strategies. (8 Marks)
- c) SWOT model is a tool used to strategic marketing planning. Suggest strengths, weaknesses, opportunities and threats of a company of your choice (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Highlight the various types of branding strategies. (4 Marks)
- b) Digital marketing is considered to be the most effective strategy of communication by modern companies. Examine the benefits of digital marketing to modern companies (8 Marks)
- c) Suggest the components of a marketing plan. (8 Marks)

QUESTION FIVE 20 MARKS)

- a) Enumerate benefits of rebranding strategy to a company (4 Marks)
- b) Differentiate between strategic marketing planning and implementation of marketing strategy (8 Marks)
- c) Discuss the components of integrated marketing communication strategy. (8 Marks)