



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

O DEL PROGRAMME

CMK 311: MARKETING PLANNING AND CONTROL

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define marketing planning and explain the benefits of marketing planning in an organization. **(5 marks)**
- b) Explain giving examples the factors influencing choice of a marketing strategy **(7 marks)**
- c) Explain the marketing planning process that a marketer can use to make strategic decisions. **(12 marks)**
- d) Explain the requirements for the successful implementation of a marketing plan **(8 marks)**
- Q2. a) To effectively handle competitors, the marketing manager can employ Porter's model. Describe fully the model and its application in marketing planning. **(12marks)**
- b) Explain the term "industry" and using an industry of your choice explain ways in which marketing plans has been effective in that industry. **(8 marks)**
- Q3. a) Market positioning is the process of formulating competitive positioning for a product and detailed marketing mix. Discuss different positioning strategies that may be adopted by a marketer for his product. **(7 marks)**

- b) The product life cycle has various stages. Discuss marketing strategies at every stage of the PLC. **(7 marks)**
- c) Explain the importance of segmentation, targeting and positioning in marketing planning and control. **(6 marks)**
- Q4. a) Explain the importance of managing the 4ps in marketing planning and control **(10 marks)**
- b) Briefly explain the six key areas covered when conducting a Situational Analysis **(10 marks)**

END