



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 312

COURSE TITLE: MARKETING PLANNING AND STRATEGY

DATE: 13TH JANUARY 2015

TIME: 3.00-5.00 P.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

QUESTION ONE COMPULSORY

Read the following passage and answer the questions.

Pegasus sports international is a start-up aftermarket inline skating accessory manufacturer. In addition to the after market products, Pegasus is developing skate tours, a service that takes clients out in conjunction with a local skate shop and provide them with an afternoon of skating using inline skates and some of pegasus' other accessories such as skate sails. The after market skate accessory market has been largely ignored. Although there are several major manufactures of the skates themselves, the accessory market has not been addressed. This provides Pegasus with an extraordinary opportunity for market growth. Skating is a booming sport. Currently most of the skating is recreational. There are, however a growing number of skating competition, including team oriented competitions such as skate hockey as well as individual competitions such as speed skate racing. Pegasus will work to grow these markets and develop the skate transportation market, a more utilitarian use of skating several of Pegasus' currently developed products have patents pending and local market research indicates that there is great demand for these products. Pegasus will achieve fast, significant market penetration through a solid business model, long range planning and a strong management team that is able to execute this exciting opportunity. The three principals on the management team have over 30 years of combined personal and industry experience. This extensive experience provides Pegasus with the empirical information as well as the passion to provide the skating market with much needed after market products. Pegasus will sell its products initially through its Web site. This "Dell" direct to the consumer approach will allow Pegasus to achieve higher margins and maintain a close relationship with the customers, which is essential for producing products that have a true market demand. By the end of the year, Pegasus will have also developed relationships with different skate shops and will begin to sell some of its products through retailers.

- a) Develop Pegasus Sports International mission statement (5 marks)
- b) Pegasus Sports International is striving to achieve its marketing objectives by the end of the close of the year. Discuss these objectives (5 marks)
- c) Discuss the SWOT analysis of Pegasus Sports International. It should capture the key strengths and weakness within the company and describing opportunities and threats facing Pegasus. (10 marks)
- d) Identify and discuss the various marketing mix that Pegasus Company will adopt in its operation. (10 marks)

QUESTION TWO

Michael Porter discusses the structural analysis of industries using the five forces model. The model was used to determine the profitability of a business. By use of a diagram, discuss porters five forces model and discuss its application in marketing planning and strategy. (20 marks)

QUESTION THREE

- (a) Distinguish between Boston Consulting Group (BCG) model and General Electrical Model as analytical framework for strategic marketing planning (10 marks)
- (b) Ansoff's proposed the idea of product and market scope to aid in the formulation of strategies for particular companies. Discuss the various growth objective strategy that Ansoff came up with (10 marks)

QUESTION FOUR

As a marketing consultant of ABC Company, you have been tasked to prepare a marketing plan for a start up company. Before the actual preparation, you are involved in a discussion on how to incorporate the marketing mix decision in the plan. Brainstorm and discuss in detail some of the factors that a detailed marketing mix plans might consider. (20 marks)

QUESTION FIVE

- (a) Discuss the factors in the external environment that a company should consider doing an analysis on (10 marks)
- (b) Discuss the characteristic of strategic marketing giving relevant example where necessary. (10 marks)