



**KIBABII UNIVERSITY COLLEGE**

*(A Constituent College of Masinde Muliro University of Science Technology)*

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**FACULTY OF EDUCATION SCIENCE AND SOCIAL SCIENCE**

**UNIVERSITY REGULAR EXAMINATIONS**

**2013 /2014 ACADEMIC YEAR**

**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER EXAMINATIONS**

**(MAIN EXAMINATION)**

**FOR THE DEGREE OF BACHELOR OF**

**COMMERCE**

**COURSE CODE:** BBM 362

**COURSE TITLE:** STRATEGIC MARKETING FOR SMALL AND MEDIUM  
ENTERPRISES (SME'S)

**DATE:** 29<sup>th</sup> APRIL, 2014

**TIME:** 2:00P.M.-5:00P.M.

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**INSTRUCTIONS TO CANDIDATES:**

Answer all questions in section A and any other three in section B

## **SECTION A**

### **QUESTION ONE**

- a) Explain why strategic alliance is an important tactic amongst small and medium enterprises. (10mks)
- b) Discuss two basis of market speculation for SME's. (5mks)

### **QUESTION TWO**

Discuss reason why the implementation of marketing planning's by small and medium enterprises is a challenge. (10mks)

## **SECTION B.**

### **QUESTION THREE**

Elaborate on the benefits of market segmentation of a small and medium enterprise. (15mks)

### **QUESTION FOUR**

Explain the components of a marketing plan for SME's. (15mks)

### **QUESTION FIVE**

Explain the factors that affect the consumer buying behavior. (15mks)

### **QUESTION SIX**

Discuss the factors that can be considered during market segmentation.

(15mks)

### **QUESTION SEVEN**

Explain the importance of the internet towards the competitiveness of small and medium sized firms.