

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

BS427

STRATEGIC MARKETING

2

TIME: 3 Hours

INSTRUCTIONS TO STUDENTS

1. Answer question number one and any other three.
2. Start each question on a fresh page.
3. Credit will be given for the use of relevant examples.
4. No cell Phones are allowed in the Examination Room.

QUESTION ONE

The Karelian Manufacturing Corporation has experienced a rather large decline in sales for its component parts. Latham Belndish, Vice President of Marketing, believes that 'a 10 percent price cut may get things going again.'

(a) Examine the factors that should be considered by Latham before reducing the price of the components? [20 Marks]

b) Explain the organisational factors that affect purchasing decisions or buying decisions?

[20 Marks]

QUESTION TWO

Formulate a mission statement showing the good characteristics of an organization of your choice.

[20 Marks]

QUESTION THREE

Discuss the five (5) criteria considered for effective segmentation.

[20 Marks]

QUESTION FOUR

‘Contemporary markets are congested with competition. It is better to remain a market follower than endeavouring to become a market challenger.’ Evaluate this proposition citing relevant examples wherever necessary.

[20 Marks]

QUESTION FIVE

‘Knowing your strengths is better than knowing your weaknesses.’ Evaluate this assertion in light of strategic marketing examples.

[20 Marks]

QUESTION SIX

Discuss the strategic implications of Porter’s five forces model to a business marketer

[20 Marks]

END OF PAPER