

Name _____

Index No. _____

2902/302

MARKETING PLANNING

July 2015

Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

MARKETING PLANNING

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

**Candidates should check the question paper to ascertain that
all the pages are printed as indicated and that no questions are missing.**

1. (a) Explain **five** tasks that top managers may perform in the implementation process in strategic marketing planning. (10 marks)
- (b) Describe **five** features of an effective marketing information system. (10 marks)
2. (a) Describe the elements of the SWOT analysis model. (8 marks)
- (b) Explain **six** factors that are essential in ensuring a successful planning process. (12 marks)
3. (a) Solar Limited, a market leader, is defending its business against rival attacks. Explain **five** strategies the firm may use to defend its territories. (10 marks)
- (b) Dana Limited recently formulated its marketing plan. Explain **five** benefits that the firm will derive from formulating the plan. (10 marks)
4. (a) Outline **five** factors which may cause a marketing firm to change its positioning strategies. (10 marks)
- (b) A concentration strategy focuses on a single product in a single market. Explain **five** advantages of using this strategy. (10 marks)
5. (a) Explain **five** marketing control techniques that a firm may use when carrying out its marketing activities. (10 marks)
- (b) Managers often consider several strategic alternatives to attain organizational goals. Outline **five** such strategic alternatives. (10 marks)
6. (a) Explain **five** sources of information that a sales manager may use when estimating a sales budget. (10 marks)
- (b) Kaka Limited is preparing its plans. Explain **five** tools that the firm may use to monitor performance of the plans. (10 marks)
7. (a) One of the stages in the evolution of formal planning in marketing is the strategic planning. Outline **five** features of this stage. (10 marks)
- (b) Jumbo Limited, a newly established firm, has adopted a “cheap goods” competitive strategy. Explain **five** reasons that may have contributed to adoption of this strategy. (10 marks)