

2902/302

MARKETING PLANNING

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

MODULE III

MARKETING PLANNING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

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

1. (a) There are certain growth strategies that a company may adopt for its existing product markets. Highlight **six** such strategies. (12 marks)
- (b) Most organizations prefer to use financial controls as a way of implementing marketing control. Explain **four** reasons that may account for this preference. (8 marks)
2. (a) Explain **five** roles that marketing intelligence plays in the marketing planning process of an organization. (10 marks)
- (b) The budgetary allocation for the marketing operations of a certain monopoly firm has been increasing progressively over time. Explain **five** factors that may account for this situation. (10 marks)
3. (a) Highlight **five** circumstances under which a company may fail to exploit an attractive market segment as a new business opportunity. (10 marks)
- (b) Debeta Limited intends to launch a new product in the market. Describe **five** market coverage strategies that the company may adopt for the product. (10 marks)
4. (a) Explain **five** reasons that make marketing planning an important aspect of marketing management in most organizations. (10 marks)
- (b) The company mission statement prepared by one of the offices of Ripet Limited has been deemed to be unclear. Explain **five** implications of having such an unclear mission statement in its strategic planning. (10 marks)
5. (a) The marketing manager of Waka Limited has decided to adopt the market skimming strategy for a newly launched product. Highlight **five** conditions that should prevail for the successful implementation of the strategy. (10 marks)
- (b) Explain **five** factors that a company should consider when choosing a market coverage strategy for its products. (10 marks)
6. (a) Explain **five** features that a product should possess for it to be effectively differentiated in the market. (10 marks)
- (b) Describe **five** components that constitute a marketing plan. (10 marks)
7. (a) Explain **five** measures that a company may take in order to improve the quality of its marketing intelligence. (10 marks)
- (b) Highlight **five** factors that a marketing manager should consider when formulating the market plan for the organization. (10 marks)

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