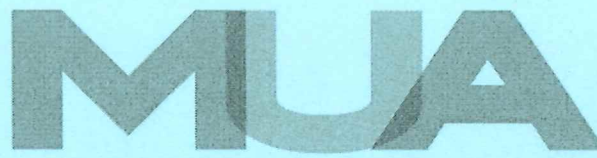


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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 300 : MARKETING PLANNING AND CONTROL

DATE: 9TH DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case below and carefully answer the questions that follow:

The Marketing strategy at Crystal

Crystal Decisions (acquired by Business Objects in 2003) was a leading global provider of business intelligence software and services, and is most well known for its Crystal Reports software. But high growth rates bring their own challenges, among them the need to continually check and adjust the marketing mix, and to rescope and maximize channel activities. The popularity of Crystal Decisions' business intelligence software had created huge possibilities for partnerships. However, it presented significant partnership marketing challenges that Crystal Decisions needed to solve in order to maximize this key source of revenue. Similarly, ever-increasing opportunities around the globe created the need for an over-arching rationalization of marketing resources and programs.

Hale! Marketing was engaged to perform a series of strategic planning activities to address these problems. Working closely with Crystal Decisions, we developed and lead the marketing planning process for several strategic marketing plans. This four part engagement comprised of a worldwide marketing plan, definition of a partner program aimed at attracting new partners as well as managing existing ones, a partner-specific plan to heighten awareness of the SAP/Crystal Decisions partnership, and a technology partner marketing plan to leverage established partnerships. All outputs needed to be synthesized and simplified for rapid review.

"Why do we need something as complicated, and time consuming, as a marketing strategy while basic business principles may be simple common sense"? asked the CEO of Crystals based on his recall of the recent experience of sitting through a seemingly endless meeting, listening to people jabber on-and-on about their 'strategy' or the need for a strategic view. Finally, someone said something sensible; '... there's too much strategy and not enough people doing things!'

Required:

- a) Crystal needed a robust marketing plan to maintain high performance in its industry. As a consultant advise the CEO why this is not a waste of time.

(10 Marks)

- b) At the very beginning of Crystal planning they must perform a situation analysis. Examine what this entails and discuss the 5 Cs of situation analysis. (7 Marks)
- c) The CEO was right by saying marketing plan is a waste of time. Discuss the reasons why you think many plans fail (8 Marks)

QUESTION TWO

- a) Evaluate what strategic positioning of an organization is and outline what they must consider in assessing company strategic positioning (7 Marks)
- d) Examine the various types of competitor information that a company can easily obtain from competitor websites (8 Marks)

QUESTION THREE

- a) Discuss factors which need to be considered during marketing planning that influence the buying behaviour of consumers (7 Marks)
- b) Discuss the sources of possible future competitors. (8 Marks)

QUESTION FOUR

- a) Evaluate key success factors that are essential in order for a firm to achieve its marketing objectives in today world. (5 Marks)
- b) Michael Porter provided a framework that models an industry as being influenced by five forces. Discuss how a firm can use this model to better understand the industry context in which the firm operates. (10 marks)

QUESTION FIVE

- a) Evaluate the various levels of strategies based on market dominance used by difference competitors in the market (9 Marks)
- b) For a strategy to be successful it must satisfy three criteria. Discuss (6 Marks)

QUESTION SIX

- a) Examine the different levels of marketing control **(9 Marks)**
- b) Explain the various steps involved in planning the individual promotional activity to win markets in modern environment **(6 Marks)**