



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 3104

**COURSE TITLE: STRATEGIC MARKETING
MANAGEMENT**

DATE: 6TH DECEMBER 2019

TIME: 8.30-10.30 AM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section A and any other **THREE** in section B.

This paper consists of 2 printed pages. Please turn over.

SECTION A- 25 MARKS

1

- a) The marketing mix is the combination of variables that a business uses to carry out its marketing strategy and meet customer needs. The marketing mix is often called the 4Ps. Discuss in detail **(20 marks)**
- b) Discuss the five pricing strategies and tactics **(5 marks)**

SECTION B: (45 MARKS)

- 2 a) Discuss the stages of the product life cycle. **(5 marks)**
- b) Discuss the stages in the marketing research process. **(10marks)**
- 3 a) Write short note son the following:
 - i. Segmentation **(3 marks)**
 - ii. Targeting **(3 marks)**
 - iii. Positioning **(3 marks)**
 - iv. Target market **(2 marks)**
- b) Briefly discuss steps of choosing and implementing a position strategy. **(4 marks)**
- 4 Discuss the types of brand according to:
 - i. Ownership **(3 marks)**
 - ii. Market area **(5 marks)**
 - iii. Number of products **(4 marks)**
 - iv. According to use **(3 marks)**
- 5.a) Discuss the steps in developing effective communication
- b) Describe the communication process by use of a diagram to illustrate
- 6. a) Discuss the characteristics of relationship marketing **(7 marks)**
- b) Differentiate between transactional marketing and relationship marketing **(8 marks)**

.....**End**.....