



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 3104

COURSE TITLE: STRATEGIC MARKETING

DATE: 31ST MARCH, 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in section A and any other Two in section B.

This paper consists of 2 printed pages. Please turn over

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE

- a) Write short notes on 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 positioning strategy (4 marks)
- c) Briefly discuss the five-marketing communication mix. (5 Marks)
- d) List uses of marketing research. (6 Marks)
- e) Discuss four methods for brand rejuvenation. (4 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Discuss the steps in developing effective communication (8 marks)
- b) Write notes on the communication process making use of a diagram to illustrate. (12 marks)

QUESTION THREE

- a) Discuss the characteristics of relationship marketing (7 marks)
- b) Differentiate between transactional marketing and relationship marketing. (8Marks)
- c) Discuss two positive retention strategies. (2 Marks)
- d) Discuss strategies for wining back the lost customers. (3 Marks)

QUESTION FOUR

- a) Milestone tours and travel company has hired you as a consultant to train its staff on marketing research process to enable them to be in a position to do market research effectively. Discuss in detail the stages involved in the marketing research process. (15 marks)
- b) Briefly discuss the importance of market research to an organization (5 marks)

QUESTION FIVE

- 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 as often called the 4P's. Discuss them in detail. (15 marks)
- b. Discuss the five pricing strategies and tactics. (5 marks)

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