



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
*THIRD YEAR FIRST SEMESTER***

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN TOURISM
MANAGEMENT**

COURSE CODE: BTM 3104

**COURSE TITLE: STRATEGIC MARKETING
MANAGEMENT**

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **two** printed pages. Please turnover.*

QUESTION ONE

- 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 **(20 marks)**
- b) Briefly discuss the importance of market research to an organization **(5 marks)**

QUESTION TWO

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)**

QUESTION THREE

- a) Discuss the steps in developing effective communication **(8 marks)**
- b) Write notes on the communication process making use of a diagram to illustrate **(7 marks)**

QUESTION FOUR

- a) Discuss the characteristics of relationship marketing **(7 marks)**
- b) Differentiate between transactional marketing and relationship marketing. **(8Marks)**

QUESTION FIVE

- a) Discuss the types of brands according to;

- i. Ownership(**3 marks**)
- ii. Market area(**5marks**)
- iii. Number of products(**4 marks**)
- iv. According to use(**3 marks**)

QUESTION SIX

- 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(**10 marks**)
- b. Discuss the five pricing strategies and tactics(**5 marks**)