

UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

MARKETING STRATEGIES

BAM 111

SPECIAL/SUPPLEMENTARY EXAMINATION

DATE: 7th/08/2015

Time allowed: 3 hours:

Instructions to Candidates:

Read the following before answering the examination questions.

- vii) Do not write anything on this question paper.
- viii) Using of relevant examples will earn you a credit
- ix) No books, electronic dictionaries, notes or any other written materials are allowed in this examination
- x) Attempt any four (4) questions

QUESTION ONE

Brand communication is among the marketing strategies currently employed by organizations for various reasons. Branding communication has become so strong that today hardly anything goes unbranded. As a marketing expert, explain the importance of branding to a marketing organization. **(25 marks)**

QUESTION TWO

Marketing organizations employ various entry strategies when entering foreign market. Advise an organization of your choice of the possible modes of entry in the overseas markets appropriate. **(25 marks)**

QUESTION THREE

(a) With relevant examples, distinguish between marketing research and market research **(10 marks)**

(b) Identify and explain the importance of marketing research to an organization of your choice. **(15 marks)**

QUESTION FOUR

(a) The Ansoff Matrix provides a simple way of generating four basic directions for corporate strategy. Identify each of these directions and then, using examples, discuss the application of each direction. **(15 marks)**

(b) Using relevant examples, distinguish between exclusive distribution strategy and intensive distribution strategy **(10 marks)**

QUESTION FIVE

(a) All profit organizations and many non profit organizations must set prices on their products or services. With relevant example explain the external factors influencing the setting of a price. **(10 marks)**

(b) With relevant examples, identify and explain the various marketing strategies an organization will employ when a new product is in the growth stage of the product life cycle. **(15 marks)**

QUESTION SIX

a) With relevant examples, identify and explain the major components of marketing communication mix an organization can employ to achieve market growth. **(15 marks)**

b) Explain the specific objectives of integrated marketing communications to an organization **(10 marks)**