

**UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS, MBALE CAMPUS AND
NGETTA CAMPUS.**

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCE

**PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION AND
MANAGEMENT.**

YEAR THREE SEMESTER ONE

COURSE NAME: MARKETING STRATEGIES

COURSE CODE:3107

DATE: -12-2023

Time allowed: 3 hours:

Instructions to Candidates:

Read the following before answering the examination questions.

- i) Do not write anything on this question paper.
- ii) Use of relevant examples will earn you a credit.
- iii) Attempt any four (4) questions

Question one

(a) You have been hired as a Marketing Manager of Uganda martyrs University in Uganda. Your Deputy Vice Chancellor of finance, administration and academic affairs has asked your advice regarding marketing strategies that will help to grow Uganda martyrs University in regard to its studentship and sales volume in the Ugandan market. Clearly, Identify and explain the appropriate marketing strategies that you would recommend to achieve the objectives of Uganda martyr's university. **(15 marks)**

b) Using relevant organizations, Identify and explain the major elements of promotion mix an organization can employ to achieve its market growth in the Ugandan region. **(10 marks)**

Question Two

a) Appropriate goals and strategies are one of the key aspects organisation rely on in order to increase productivity and market performance. With relevant example, identify and explain factors an organizations need to consider in setting marketing strategies that contribute to the success of an organisation. Use relevant work place example to support your answer. **(10 marks).**

(b) The Ansoff Matrix provides a simple way of generating four basic directions for organizational growth strategy. with the aid of a diagram, identify each of these directions and then, using examples, discuss the nature and application of each direction. **(15 marks)**

Question Three.

a) Organizations whether profit and non-profit making organizations must set prices for their products or services in order to satisfy the target market. With relevant example, state and explain

the external and internal factors a profit making organization should consider when setting of a price of a new product. **(10 marks)**

b) In order to establish where an organization is placed in its environment with respect to its competitive position, it is necessary to examine various aspects of its competitor's. using relevant examples, State and explain how you can carry out competitor analysis. **(15marks)**

Question four

a) Business companies employ various modes of entry into overseas markets. With relevant example, identify and explain the possible modes of entry a business company can employ to enter into the overseas markets in order to achieve its market growth. **(10 marks)**

b) Multi-national companies are faced with the decision on whether to carry out marketing activities in different countries. with relevant examples, identify and explain factors companies employ in deciding the mode of entry to adopt. **(15 marks)**

Question five

a) Marketing research is an important activity that must be carried out by organizations when entering new market. With relevant examples, outline and explain the importance of marketing research to an organization **(15marks)**

b) Marketing research helps an organization to make guided decision so as to achieve a market growth. marketing research activities are carried either by the company or agency. with relevant examples, identify and explain the problems an organization will face when using agency to carry out marketing research. **(10 marks)**

Question Six

- a) State and explain the nature of political, economic factors that profit making organisations considers when expanding market share and sales volume in the Uganda market **(15marks)**
- b) With relevant examples, identify and explain the various marketing strategies an organization will employ when a new product is in the introduction stage of the product life cycle.
(10marks)

END