

**UGANDA MARTYRS UNIVERSITY**  
**FACULTY OF BUSINESS ADMINISTRATION AND**  
**MANAGEMENT**

**MARKETING STRATEGIES**  
**(SUPPLEMENTARY/ SPECIAL)**

**Examination**

**2013 - 2014**

**BAM III – NKOZI CAMPUS**

**Date: 08<sup>th</sup> / 08/ 2014**

**Time allowed: 3 hours**

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**Instructions**

1. Do not write anything on the question paper
  2. Attempt all the questions in section A and any three questions from section B
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## **SECTION A**

**(Attempt all questions)**

1. What is customer value? How would you explain the concept of superior customer value? How is customer value related to a market driven strategy and to a company's success?(5 marks)
2. Discuss the role of marketing planning within business? (5marks)
3. An offensive strategy is appropriate for a firm that is number 2 or possibly number 3 in the market. However, in some cases, no firms may be strong enough to challenge the leader with an offensive strategy. In such industries, the market leader should play a defensive strategy and the much smaller firms should play a flanking or guerrilla one. Discuss the principles of offensive strategy. (5marks)
4. A defensive strategy is appropriate for the market leader. Discuss the three basic principles of defensive marketing warfare. (10 marks)

## **SECTION B**

**(Attempt any 3 questions)**

- 5: Define the term 'marketing planning'. Outline the steps involved in marketing planning process. (25 marks)
- 6: What are the marketing challenges that business organizations are facing today? Can you suggest ways to overcome these challenges? (25 marks)
- 7: The degree to which a firm owns its upstream suppliers and its downstream buyers is referred to as vertical integration. Because it can have a significant impact on a business unit's position in its industry with respect to cost, differentiation, and other strategic issues, the vertical scope of the firm is an important consideration in corporate strategy. Expansion of activities downstream is referred to as forward integration, and expansion upstream is referred to as backward integration. Discuss the benefits and drawbacks of vertical integration. (20 marks)
8. The implementation of the strategy must be monitored and adjustments made as needed. Discuss the Evaluation and control steps: (20marks)
9. Discuss value chain analysis and support services with the help of a simple model. (20 marks)