

UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCE

BAM III SEMESTER ONE 2021/2022

COURSE UNIT: MARKETING STRATEGIES

COURSE CODE: MKT 3201

DATE: Tuesday, 18th January 2022

Time allowed: 2:00pm -5:00pm

Instructions to Candidates:

**Read the following before answering the examination
questions.**

- 1) Do not write anything on this question paper.**
- 2) Choose FOUR questions of your choice**
- 3) Indicate your registration Number on each page your
answer booklet.**
- 4) Clarity of your answers attracts extra marks**

QUESTION ONE

As a General Marketing Manager of a local company/Organization of your choice

- a) Explain the process you would go through to analyze the kind of competition your organization faces. **(6MARKS)**
- b) Identify atleast three competitors to your organization. **(3MARKS)**
- c) With reasons, justify the position your organization occupies in the market. **(6MARKS)**
- d) Explain five general strategies you would adopt to face off with your competitors. **(5MARKS)**
- e) Explain five goals/objectives your strategies in (d) above are intended to achieve. **(5MARKS)**

QUESTION TWO

- a) Give and explain key components of a marketing strategy for any organization of your choice. **(10MARKS)**
- b) "Its everybody's responsibility to execute the marketing strategy so as to realize revenue for the company, regardless of the position one holds" asserted the marketing manager during a monthly meeting. With an illustration, explain three levels in an organization where marketers set and execute strategies **(6MARKS)**
- c) Before organizations develop and formulate strategic options, it's prudent for a marketer to do a thorough analysis of the organization, reflecting on the organization strengths and weakness, environmental factors and a deeper analysis on a number of stakeholders including competitors. Referring to an organization of your choice, explain three types of environments you "the marketing strategist" and organization as a whole have to analyze properly for its survival. **(9MARKS)**

QUESTION THREE

- a) Explain four ways of classifying competitors in the market place as you forge strategies to achieve organizational objectives. Suggest at least two strategies you would adopt to deal