



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3127-1

**COURSE TITLE: STRATEGIC MARKETING
MANAGEMENT**

DATE: 13TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A: COMPULSORY (20 MARKS)

QUESTION ONE

- a) Briefly explain the five-marketing communication mix. **(5 Marks)**
- b) List six uses of marketing research. **(5 Marks)**
- c) Explain the stages of product life-cycle **(5marks)**
- d) Expound on the following terminologies;
 - i. Segmentation **(3 marks)**
 - ii. Positioning **(2 marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30 MARKS)

QUESTION TWO

- a) Briefly discuss steps to choosing and implementing a positioning strategy. **(5 marks)**
- b) Discuss the stages in the marketing research process. **(10 marks)**

QUESTION THREE

- a) Illustrate the steps involved in developing effective communication. **(8 marks)**
- b) Using a diagram, illustrate the communication process. **(7 marks)**

QUESTION FOUR

- a) Discuss the types of brands according to;
 - i. Ownership **(5 marks)**
 - ii. Market area **(5marks)**
 - iii. Number of products **(5 marks)**

QUESTION FIVE

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

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