



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3127-1
COURSE TITLE: STRATEGIC MARKETING
MANAGEMENT**

DATE: 7/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

*Answer all questions in **SECTION A** and any other two in **SECTION B***

SECTION A: COMPULSORY (20 MARKS)

QUESTION ONE

- a) Briefly describe the meaning of the following terminologies;
 - i. Segmentation **(3 marks)**
 - ii. Targeting **(3 marks)**
 - iii. Positioning **(3 marks)**
 - iv. Target Market **(2 marks)**
- b) Briefly discuss steps to choosing and implementing a positioning strategy **(4 marks)**
- c) Discuss the types of brands according to;
 - i. Ownership **(2 marks)**
 - ii. Market area **(3marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30 MARKS)

QUESTION TWO

- a) Discuss the stages of product life-cycle **(5marks)**
- b) Discuss the stages in the marketing research process **(10 marks)**

QUESTION THREE

- a. The marketing mix is the combination of variables that a business uses to carry out its marketing strategy and meet customer needs. The marketing mix as often called the 4P's. Discuss them in detail **(10 marks)**
- b. Discuss the five pricing strategies and tactics **(5 marks)**

QUESTION FOUR

- a) Discuss the steps in developing effective communication **(8 marks)**
- b) Write notes on the communication process making use of a diagram to illustrate **(7 marks)**

QUESTION FIVE

- a. Evaluate the various methods for marketing segmentation **(8 marks)**
- b. Outline the benefits of market segmentation **(4marks)**
- c. Describe the target market strategy **(3 marks)**

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