



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY - AUGUST 2018 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCEN 302

COURSE TITLE: STRATEGIC MARKETING FOR SMES

DATE: 7TH AUGUST 2018

TIME: 11.30 AM – 2.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

Small and Medium sized Enterprises (SMEs) although similar to larger enterprises in many respects have important differences.

- a) Discuss the differences between the following terms with respect to SMEs;
 - i. Strategy
 - ii. Marketing
 - iii. Strategic marketing **[9 marks]**
- b) Discuss the importance of a vision statement in relation to marketing in an organization.
- c) With the help of a diagram, describe the process of scientific research process. **[14 marks]**
- d) Discuss the key growth of marketing strategies of an organization **[12 marks]**
- e) Discuss the SWOT analysis in business **[5 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Discuss the marketing characteristics of small firms **[10 marks]**
- b) Discuss how small and young firms do their marketing planning **[10 mark]**

Question three

- a) Discuss the concept of competitive analysis and the key questions an organization needs to ask about competitors **[10 marks]**
- b) Discuss seven characteristics that describe the most competitive companies **[10 marks]**

Question Four

In marketing planning, partnerships are very important in order to build customer relationships

.a) Based on this, discuss the meaning of the following concepts;

- i) Partnership relationship management
- ii) Value chain
- iii) Value delivery network
- iv) The marketing process
- v) Relationship with customers **[10 marks]**

b) Discuss the importance of the following issues;

- i) The marketing process
- ii) Relationship with customers

- iii) Marketing strategies for competitive advantage
 - iv) Managing the marketing effort
 - v) Marketing environment
- [10 marks]**

Question five

- a) In organizational leadership 5 steps has been proposed in order to change an organization's culture. Identify and discuss them. **[10 marks]**
- b) The Resource Based View (RBV) of a firm combines two perspectives. Identify and discuss them. **[10 marks]**