



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

MAY 2019 RESIT EXAMINATION, 2018/19

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 303: STRATEGIC MARKETING MANAGEMENT (LEVEL 300)

MAY 2019

TIME DURATION: **THREE (3) HOURS**

INSTRUCTIONS

Answer any **FOUR (4)** questions

***Credit will be given for clarity of expression and orderly presentation of relevant material**

EXAMINER: **Robert Dzugbenuku**

ANSWER 4 QUESTIONS ONLY

1. Discuss any 5 defensive marketing strategies with relevant examples **(25 marks)**
2. Critically examine any 4 key purposes for developing marketing strategies with relevant examples **(16 marks)**
 - b) Discuss 2 ways of building sustainable competitive advantage in Ghana's SME sector **(9 marks)**
3. Write short notes on the following highlighting their importance to strategic marketing planning:
 - a) BCG **(12.5marks)**
 - b) Ansoff growth matrix **(12.5 marks)**
4. a) Critically examine the term strategic analysis and how it is critical to strategic marketing management **(5 marks)**
 - b) Discuss 2 internal and 2 external factors that must be considered in any strategic analysis process **(20marks)**
5. Discuss 3 levels of strategy development and illustrate your answer using relevant examples **(15marks)**
 - b) Discuss 2 reason why these strategies are important to the organisation **(10 marks)**
6. Critically explain the following terms as they apply to strategic marketing with relevant examples **(25marks)**
 - a) Mission statement
 - b) Vision statement
 - c) Core value of the organization
 - d) Corporate objectives