



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION ACADEMIC YEAR 2019/2020
EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION/BACHELOR OF COMMERCE

BBA 2406 MARKETING PLANNING AND CONTROL

APRIL 2020

TIME: 2 HOURS

Instructions:

Answer question ONE and any other TWO questions

QUESTION ONE

Marketing Fizzy Fruit to kids: Opportunities and Challenges

Fizzy Fruit is a carbonated fruit which intensifies a particular fruit's flavor with effervescences without altering its nutritional value. Neurobiologist Galen Kaufman with the help of a food scientist perfected the method of carbonating fruit and established the Fizzy Fruit Company in 2015. The company had the mission to promote health, wellness and fitness among children thereby reducing childhood obesity. Fizzy Fruit was launched in US in 2015 and the initial feedback was very heartening. The company made many strategic promotional tie-ups and had plans to make Fizzy Fruit available throughout US in a short time. Worldwide, 22 million children were overweight among. Some of the factors that had led to increasing obesity among kids were unhealthy eating habits, peer pressure and influence of television advertising. Marketers were increasingly targeting kids, as kids influenced the spending of over \$4.88 trillion globally in 2018 and the figure was rapidly increasing. While the consumption of snack and junk food was ever increasing, many healthy and 'good-for-you' products were also being launched due to the rising awareness and pressure to curb obesity. The Fizzy Company is looking at coming up with marketing strategies to enable it survive in the future markets given the dynamic challenges involving in marketing to kids part of its strategies the company intends to venture into the Kenyan market. The board of such a company wanted to understand the following;

a) Discuss the design or outline of a marketing plan that the firm could use to venture into the Kenyan market **(10 marks)**

b) With reference to the "Fizzy Fruit" explain why planning is important to the firm **(8 Marks)**

- c) Discuss any four types of corporate strategies that “Fizzy Fruit” could adopt in the Kenyan market **(4 Marks)**
- d) Give four differences between strategic planning and operational planning **(4 Marks)**
- e) Describe the criteria that should be satisfied by a market segment **(4 Marks)**

QUESTION TWO (20 MARKS)

- a) The mission statement should lay down the long term corporate aims and values of the organization. Explain any five areas which should be touched by a company’s mission statement and are relevant to the marketer. **(10 marks)**
- b) Discuss the various steps in the market planning process **(10 marks)**

QUESTION THREE (20 MARKS)

- a) By use of a diagram, explain the Ansoff strategic option matrix and the four alternatives a marketer could use to fill the planning gap and achieve his marketing objective. **(8 Marks)**
- b) Suppose your firm is approached by an enterprise and their major concern is on the competition. Using the Michael porter five forces model advice the enterprise on various ways that the company could analyse the market **(12 Marks)**

QUESTION FOUR (20 MARKS)

- a) Explain any three macro environmental factor that a marketer should consider and the kind information that he should gather from each factor while conducting marketing audit **(10 marks)**

- b) Organisational competencies are the abilities and skills available to the company to marshal the effective exploitation of the company's assets **(10 marks)**

QUESTION FIVE

- a) Discuss any five qualitative techniques used by marketing managers to forecast sales of his organization **(10 Marks)**
- b) A value chain is a set of activities that an organization carries out to create value for its customers. With the aid of a diagram explain the various elements of Porter's value chain **(10 Marks)**