



CHRISTIAN SERVICE UNIVERSITY COLLEGE
SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE
STRATEGY
BACHELOR OF BUSINESS ADMINISTRATION MARKETING
END OF SECOND SEMESTER EXAMINATION 2018/2019 ACADEMIC
YEAR

CSBM 314 - STRATEGIC MARKETING

2019

Duration: 2hrs: 30mins

INSTRUCTIONS:

- *Answer four (4) questions in all. Students should make sure they read instructions provided at such section of the paper.*
- *Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in the order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.*
- *Please take time to read the questions carefully as some questions may demand practical examples diagrams etc.*
- *Please also note that clarity of expression and handwriting will be rewarded.*

Lecturer: Nana Danso Boafo

Section A

Answer all questions from this section. (30marks) marks

Q 1. ASHINDEN AUTOS (AA) CASE STUDY

Ashinden Autos (AA) is an automobile company operating in Africa. The company is based in Ghana specifically. The company has been doing well with its well-designed economic cars built specifically to meet the African market needs. The company have brands like AsBlack and AsAfrican model designed to meet the youth and older adults' needs. Their brands are positioned as believe in Africa. The company even though has been operating in the last five years find growth hard to come since it does not have a well-articulated growth strategy. As a challenger business in the auto mobile industry there is a need to decipher on appropriate challenger strategies to increase sales in the industry.

Lead Managers Consulting Group (LMC) have been approached by Ashinden Autos on the appropriate strategic solutions for the company. You work as a marketing consultant for Lead Managers and have been tasked to provide solutions to these problems faced by the company (AA) in a memo report to management.

- a. Using the appropriate growth strategies developed by Ansoff, discuss how Ashinden Autos (AA) can grow the business in Africa in the next three (3) years.

Section B

Answer any two (2) questions from this section. All questions carry 15marks

Question 2

- a. What is strategy (1mark)
- b. State and explain the three (3) distinct phases of strategy (9marks)

Question 3

Undertaking a strategic analysis is the foundation upon which strategic decisions are constructed. Provide a brief explanation to the following,

- a. What is external analysis (2marks)
- b. Using the PEST factors provide a brief external analysis of any organization of your choice. (8marks)

Question 4

- a. What is Portfolio analysis? (2 mark)
- b. Explain any two (2) stages of the BCG matrix. (6 marks)

- c. Each SBU has a clear objective for portfolio analysis; explain the objectives for products (SBU'S) that are stars and cash cows. (2marks each)

Section C

Answer only one question from this section. Both questions carry 20 marks each.

Question 5

Michael Porter developed three (3) competition strategies (generic strategies) in the face of the five forces that would help an organization to gain a competitive advantage.

- a. Explain the three Porter's competitive strategies (15 marks).
- b. Discuss how an organization can practically achieve any two of the competition strategies (5marks).

Question 6

Provide a brief explanation of these stages of the marketing plan;

- Situation Analysis, (4marks)
- Objectives, (4marks)
- Marketing strategy, (4marks)
- Action plan, (4marks)
- Budget, Control (4marks)

Good luck