



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

STRATEGIC MARKETING MANAGEMENT

HMKT 402

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

- 1) 'Strategic marketing management drives its nature from the strategic management process.' Discuss [25]
- 2) Explain the role of the marketing philosophies in strategic marketing management. [25]
- 3) Examine the role of environmental analysis in strategy formulation. [25]
- 4) As a Chief Marketing Officer (CMO) in the Fast Foods industry, analyze the importance of critical decision making in marketing. [25]
- 5) Discuss how a company in a turbulent environment may sustain profitability using the resource based theory. [25]
- 6) Explore the premise that a dollar received next year is worthless than a dollar received today because its future value is affected by risk, inflation and opportunity cost. [25]

END OF PAPER