



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA408
COURSE TITLE : STRATEGIC MARKETING
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 4.2
DATE :

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

1. Evaluate the significance of the internal approaches that marketers use to analyse the marketing environment. **[Total 25 marks]**

2. Discuss differentiation as a competitive strategy. **[Total 25 marks]**

3. How do marketers apply perceptual mapping when positioning their products? **[Total 25 marks]**

4. Critically examine the applicability of McKinsey's 7S' framework as a guideline to effective strategy implementation. **[Total 25 marks]**

5. Critically evaluate the strategies that a market challenger can use to attack its competitors in the market. **[Total 25 marks]**

*****END OF PAPER*****