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Management EXAMINATION FOR THE
DEGREE OF MASTER OF BUSINESS
ADMINISTRATION BBA 602: STRATEGIC
MARKETING MANAGEMENT DATE:
SATURDAY, 20TH FEBRUARY 2010 TIME:
9.00 A.M. -12.00 P.M. INSTRUCTIONS:
Answer Question ONE and any other TWO
questions. Question One Strategic
marketing management drives its nature
from the strategic management process.

Discuss. (15 marks) Strategic Marketing
Management Question Papers -
3506 Change environment and strategic
marketing management: Strategic
management involves the role played by
managers to align business organization
with changing environment. Mostly
business organizations are being regulated
on narrow vision, therefore in order to
bring about change and innovation, the
corporate vision of organization must be
reexamined to define markets in a broader
context. Example Answers for Marketing
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complete, accurate, and concise. 12
Evaluate and compare the communication
strategies for the product you chose
against those of a competitor. Marketing
Strategy and Management - Research
Paper Tutors Department of Management
Studies. MBA Programme. Second Quarter,
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BBA 602: STRATEGIC MARKETING

MANAGEMENT DATE: SATURDAY, 20TH
FEBRUARY 2010 TIME: 9.00 A.M. -12.00
P.M. INSTRUCTIONS: Answer Question ONE

and any other TWO questions. Question
One Strategic marketing management
drives its nature from the strategic
management process. Discuss. (15 marks)

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