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evaluation should be taken into. The third question concentrates on realistic benefits what the strategic management can bring to the organization. This is the most practical issue we all care about. Besides, the challenge of strategic management also should be aware of so that it can be operated well in the competitive market.

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Assume that the University management has decided to carry out marketing research, explain ways in which it may benefit from the research. (10 marks) 2. (a) Explain the holistic marketing orientation and how it is applied by specific companies in Kenya. (10 Marks) (b) Explain five basis of segmenting industrial markets in Kenya. (10 marks) 3. (a)

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