



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 18, 2005. TIME: 9.30 am - 12.30 pm

Please attempt **FOUR** questions. Question 1 in Section A and **THREE** questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **THREE** questions in your Answer Book).

SECTION A carries 40% of the marks.

SECTION B carries 60% of the marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and international examples of marketing practice)

SECTION A (40%)

1. Case Study: Glenisk

- (a) Based on the information provided in the case study, assess the key marketing challenges facing Glenisk.
- (b) Develop a promotion strategy for Glenisk to raise the profile of the brand in Ireland.
- (c) Glenisk recognises that it needs to identify new growth opportunities. Outline a proposal to expand Glenisk's range of activities and increase its sales level.

SECTION B (60%)

2. Using the major competitive forces identified by Michael Porter, assess the long-term attractiveness of **one** of the following industries:
 - (i) Irish newspaper industry
 - (ii) Irish airline industry
 - (iii) Irish supermarket industry

P.T.O.

3. Body Sense (a fictitious company), is a relatively small Irish firm that has pioneered the development of consumer health and beauty products based on natural Irish ingredients, such as seaweed and plant extracts. As a pioneer in new product markets, what potential advantages can Body Sense exploit in an industry dominated by giants such as Procter & Gamble and the Body Shop?
4. *Buzz Lightyear*, a character from the popular animation film *Toy Story*, was a 'must have' toy for children in the year the film was released. In the Christmas of that year, demand for the toy far outstripped supply. However, within months the toy was no longer popular. Graph the life cycle curve of a 'fad' product such as Buzz Lightyear and compare and contrast the fad curve with a classical life cycle curve. What are the marketing implications for fad products?
5. What are the advantages and disadvantages of using sales force records to forecast future sales? Evaluate the major techniques used in sales forecasting.
6. Discuss the relationship between corporate and marketing strategy.