



## Certificate in Marketing Skills

### MARKETING IN PRACTICE

TUESDAY, MAY 10, 2005. TIME: 2.00 pm - 4.00 pm

**Please attempt Section A and TWO 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 **TWO** questions in your Answer Book).

All questions carry equal marks.

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

#### **SECTION A (50%)**

**(All questions carry equal marks)**

#### **1. Case Study: Ryan's Alehouse**

Ryan's Alehouse is a large, family-run business located in the suburbs of a major Irish town. The pub is surrounded by a half acre of ground which is currently used as a car park surrounded by lawns. The pub had, until the introduction of the smoking ban, been a very successful business, concentrating almost exclusively on the sale of drinks. Since the ban the pub's business had dropped by 40%. The pub serves very basic cold bar food, including sandwiches, savoury snacks, teas and coffees. To date, the pub has depended on passing trade and does not advertise in any of the local media. John Ryan is very concerned about the downward movement in sales and has hired a marketing graduate to analyse his customer base and suggest a plan to help Ryan's Alehouse develop a new offering to win back old customers and attract new customers. Mr Ryan has indicated that he is prepared to invest in the development of the pub if the marketing graduate can identify a significant new marketing opportunity.

You are required to answer **each** of the following questions.

- (i) Identify three segments that you consider are potential target markets for Mr Ryan's business. Give reasons for your choice.
- (ii) Choose one of the market segments and outline a proposal to develop Ryan's business within that segment.

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- (iii) Suggest a low cost promotion mix to help John Ryan promote his pub within the local community.

### **SECTION B**

**(Please attempt TWO questions. All questions carry equal marks.)**

2. Take a service with which you are familiar and describe the marketing mix for that service.
3. Outline the main components of a marketer's promotion mix. Describe the promotion mix used by your company, or a company with which you are familiar.
4. What is the value of the Product Life Cycle (PLC) model to marketers? Support your answer with an illustration of the PLC.
5. Outline a simple distribution channel between the manufacturer/marketer and the end customer. Describe the channels of distribution used by your company or a company with which you are familiar.