



## Certificate in Marketing Skills

### MARKETING IN PRACTICE

**TUESDAY, AUGUST 15, 2006. 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)**

#### **Case Study: Greenfingers' Garden Centre**

Greenfingers' Garden Centre is in trouble. Located in an affluent suburb of Dublin, the Centre has seen its business turnover drop steadily over the past decade as more and more people in the catchment area live in apartments. The centre provides a range of trees, shrubs and bedding plants. However, the once steady stream of customers has reduced to a trickle. The owner and manager, John Tyler, does not wish to sell the business but is looking for new ideas to make the company more profitable.

1. (i) John Tyler is reacting very slowly to changes in the marketplace. What marketing analysis tool should he have used in his business to help him anticipate new opportunities and threats? What business environment forces should he have monitored over the past ten years to help him provide a more relevant range of goods and services to his customers?
- (ii) Recommend and justify a strategy to help John Tyler grow his existing business.
- (iii) Suggest ways in which John Tyler might use the Internet and direct marketing to promote his business?

**P.T.O.**

## **SECTION B (50%)**

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

2. Select a company with which you are familiar and discuss the factors affecting the company's pricing strategy. Outline the environmental factors that may limit the company's freedom to set prices.
3. How do services differ from products? Outline the extended marketing mix for services, supporting your answer with examples.
4. Undertake a SWOT (strengths, weaknesses, opportunities and threats) analysis of your company or a company with which you are familiar. What strategies would you recommend to deal with new threats and opportunities identified in your SWOT analysis?
5. Outline a simple distribution channel between the manufacturer/marketer and the end customer known to you. Describe the channels of distribution used by your company or a company with which you are familiar.