



## Certificate in Marketing Skills

### MARKETING IN PRACTICE

**TUESDAY, MAY 16, 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:**

McCann's Hotel has been a family-run hotel for three generations. The hotel has 40 bedrooms which achieve an average level of 65% occupancy throughout the year. Located on the outskirts of Carlow, the hotel has recently been modernised to include a state-of-the-art gym, new restaurant and bar. The hotel has a loyal following: Joe McCann estimates that two thirds of his business comes from customers who have visited the hotel on some previous occasion.

The hotel's approach to marketing is haphazard. The hotel advertises in the local newspaper. The company has an out-of-date brochure, featuring pictures of the hotel before it was renovated. The hotel records clients' names and addresses for booking purposes but does not conduct any form of marketing from this database.

1. (i) Suggest a basic segmentation, targeting and positioning strategy for McCann's Hotel.
- (ii) Outline a promotion strategy to identify and retain loyal customers to increase the hotel's occupancy level.

**P.T.O.**

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

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

2. The business environment in which any business operates is highly dynamic and must be monitored to track emerging opportunities and threats. Using the PEST model, outline the environmental forces that affect your company, or a company with which you are familiar.
3. Take a service with which you are familiar and describe the marketing mix for that service.
4. Given that so many new products fail, why do you think the majority of companies have some form of New Product Development (NPD) Strategy? Outline the key phases in NPD.
5. List and describe the three key sources of information used to create a Marketing Information System (MIS).