



Certificate in Marketing Skills

MARKETING IN PRACTICE

TUESDAY, AUGUST 14, 2007. 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: *In Your Face*

In Your Face is a college band made up of three musicians from the Business Studies Department. The band members are about to graduate from college and are considering their future. They want to become full time musicians and so far enjoy a modest but very loyal following in their college. A journalist from *Hot Press Magazine* has just given the band a rave review in which she states that the band has the talent to make it internationally. As a marketing graduate – and fan – of the band you have offered to be the band’s agent for one year. Another friend has offered to do any printing needed by the band free of charge.

1. (a) Outline a simple promotion mix to support a nationwide tour of 10 towns and cities for the new band. You have no budget!
- (b) Is segmentation, targeting and positioning relevant to the band *In Your Face*? Give reasons for your answer.

P.T.O.

SECTION B (50%)

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

2. Outline the key components of a company Marketing Information System.
3. Using the PEST model, describe the environmental forces affecting the tobacco market in Ireland.
4. Outline the factors a company must consider when setting its prices.
5. Conduct a SWOT of your company, or a company with which you are familiar. How does a SWOT analysis help your company to plan for the future?