



EXAMINER'S REPORT

MAY 2007

MANAGEMENT FOR MARKETERS Certificate in Marketing Skills

General Comments

Overall the standard of answering was good. The general points made last year need to be restated as the same issues arose this year.

- The instructions on the paper were explicit. All questions carry equal marks. This also applied to part (a) and part (b) of the questions. Candidates were inclined to give very brief answers to part (a) of the question and write far more on part (b). In future where it is stated that all parts carry equal marks the answers should be roughly the same length.
- Answer the question asked. Read the question carefully and be sure about what is required before you start to write.
- Time management was generally not an issue as I think there was sufficient time allowed for the paper. A small minority of candidates wrote the customary 'out of time' remark but it was very few.
- This course is about reading, understanding, and applying the concepts discussed in the manual. The examination therefore expects students to have read and considered each individual topic. Candidates cannot expect to do well if they are attempting to answer the question based on general knowledge only.

SECTION A – CASE STUDY

The company chosen this year was Dublin Bus. Extracts from their customer charter were presented to the students and the following questions asked.

Part (a) was generally well answered. Most students attempted to include the various elements, markets, staff, customers, etc within their mission statement. A minority restated the paragraph given at the beginning of the case without any changes or amendments. For this they did not receive any marks.

Part (b) again was answered well by candidates. The main problem here was that some students did not take into account that this section was worth 20 marks and wrote a very brief paragraph instead of expanding on the points they raised.

Part (c) was well answered. Candidates who scored highly brought in examples from other modules to support their answer.

Part (d) was not particularly well answered. The examiner was looking for a discussion on the difference between complaints received by a product manufacturer and a service company. Many students did not grasp this fundamental difference. However it was a very small element of the overall case and did not impact on grades overall.

SECTION B

Question 2

The vast majority of students answered this question without any difficulty. This part of the question asked candidates to apply the practice of management to their workplace. This did not cause any difficulty with some students offering very well thought out examples.

Question 3

This question asked about customer focused organizations and asked the candidate to discuss any organization with which they were familiar. Surprisingly for an examination related to marketing less than one in four candidates answered the question. Candidates tended to give a very brief answer to part (a) and then an extensive example to part (b). It was good to see that candidates were prepared to criticize as well as praise companies. Generally candidates scored well on this question. Top marks went to candidates who used well constructed arguments to support the theory given in part a.

Question 4

This was not a popular question but most of those who attempted the question scored highly. Examples given included stock control systems, cash or 'float' systems and budget controls.

Question 5

This question was on Change Management. It was the most popular question in Section B. Very few candidates scored more than 50% on this question. This related to a number of issues. Firstly the standard of answer to part (a) was very poor. The question asked about the importance of creating the right environment for change. Most candidates ignored this aspect completely. Secondly part (b) answers were often not well constructed and in many cases contained hypothetical examples rather than real world examples. Also candidates confused the word 'industry' with 'organisation'. Examples were requested from the industry in which the candidate worked or had worked but many gave examples from an organization.