



**Certificate in Marketing Skills**

**MARKETING IN PRACTICE**

**TUESDAY, AUGUST 12, 2008. 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: *Bookends***

*Bookends* is a well known bookshop located in Dublin's Temple Bar area. The property is very large, with the bookshop taking up just two storeys in a four storey building. Samuel Joyce, the proprietor, has asked for your assistance in helping him to make his bookshop more attractive to the public. He also would like if you could come up with a commercially sound idea for getting greater use out of the whole property. He does not want to sublet the premises.

1. (i) Outline the key business environment forces that are critical to the business of Samuel Joyce. What marketing analysis tool or tools should you use to assess the potential for growth in *Bookends'* business?
- (ii) Recommend and justify a strategy to help Samuel Joyce grow his existing business.

**P.T.O.**

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

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

2. Outline the key elements in a promotion mix. Discuss the promotion mix of your company or a company with which you are familiar and comment on the effectiveness of that mix.
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. Direct marketing and distribution is becoming more and more common. Discuss the strengths of direct marketing. Is direct marketing the most cost effective distribution strategy for all companies? Give reasons for your answer.