



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, 4TH MAY 2000. TIME: 9.30 am - 12.30 pm

Please attempt **FOUR** questions. Question 1 in Section A and **THREE** 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 **THREE** questions in your Answer Book).

SECTION A carries 40% of the marks.

SECTION B carries 60% of the 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 (40%)

1. **Case: Recyclights Inc. Environmental Protection through Mercury Reclamation**
 - (a) Analyse fully the key success factors facing this proposed venture.
 - (b) Evaluate the usefulness of the survey information included in the case.
 - (c) Evaluate, from both a strategic and operational point of view, the promotional and public relations plan proposed in the case.
 - (d) Give reasons why, in your opinion, the venture should, or should not, go ahead.

SECTION B (60%)

2. Explain how, and why, the basis for competitive advantage varies as one moves to the downstream end of the value chain.

P.T.O.

3. How can a marketing manager ensure that the performance management and control processes in a company have a positive effect?
Illustrate your answer with examples.
4. Discuss the assertion that 'e-business' is fundamentally altering the marketing paradigm.
5. A company has little or no control over the competitive environment within which it operates, yet in order to be effective, the marketing manager must attempt to understand this environment.
Illustrate how a marketing manager can deal with this dilemma.
6. Demonstrate fully the significance of 'market share' in marketing planning and management.