



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 23, 2001. 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: Alpha Bank

- (a) Evaluate Alpha Bank's marketing communication strategy for the 'Uplift' product.
- (b) Detail and evaluate the strategic options that are available to Alpha Bank in the third level student market in Ireland.
- (d) Identify the practical difficulties that the Senior Strategic Planner is likely to encounter should Alpha Bank decide on a marketing strategy based on relationship marketing and indicate how such difficulties might be addressed.

SECTION B (60%)

2. Illustrate how an understanding of the value chain underpins all aspects of developing a marketing strategy for a product or service.
3. Critically evaluate the contribution of Michael Porter's Five Forces Model of Competition in the context of developing a marketing strategy.

P.T.O.

4. Market measurement is a fundamental element in marketing planning, yet it remains a very inexact activity. Fully discuss this statement.
5. Explain, illustrating your answer with examples, why some markets appear to fragment as they mature while other markets move towards commodity status.
6. Evaluate the comment that a company's marketing plan is only as good as its performance measurement and control processes.