



## Graduateship in Marketing - Stage 4

### MARKETING PLANNING AND MANAGEMENT

**THURSDAY, AUGUST 22, 2002. 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.

**(Note: Marks are awarded for the relevant use of contemporary Irish and international examples of marketing practice)**

#### **SECTION A (40%)**

**1. Case: Blooming Clothing**

- (a) Using Porter's Five Forces assess the competitive structure of the maternity clothing industry in Ireland.
- (b) Outline the opportunities and threats of outsourcing production to a third country.
- (c) Suggest and justify a strategy for a company such as Blooming to expand into overseas markets.

#### **SECTION B (60%)**

- 2. Why is it important for marketers to distinguish between low- and high-involvement products? How should the distinction assist a marketer in developing the marketing mix and timing of marketing effort and resources?
- 3. Outline the elements of a Marketing Information System. Suggest sources of quality economic and business data on the Irish market.

**P.T.O.**

4. Outline the purpose of conducting a capability audit and discuss how a company should ensure that its competences match market needs.
5. The product life cycle (PLC) tracks the typical relationship between sales revenues and profitability over time. What is the value of this model for marketers?
6. Outline the market conditions under which a price war is likely to take place. Comment on the short and long term impact on those companies of engaging in the price war.