



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, MAY 9, 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: Slendertone**

- (a) Critically assess the relationship between Slendertone and its French distributor.
- (b) Evaluate the repositioning of the Slendertone brand.
- (c) Suggest ways in which Slendertone might defend its market position if multi-national companies enter the sector in the future.

SECTION B (60%)

2. Outline the approach you would use to analyse competitors. How would you use the results of such an analysis when developing your marketing strategy?
3. According to Murray and O'Driscoll, choosing the market or segments in which to compete is one of the most important strategic commitments an organisation may make. Outline the process an organisation should follow when selecting markets.

P.T.O.

4. As product life cycles become ever shorter, companies are under growing pressure to get new products to market more quickly. Suggest an NPD process which can enable organisations to get products to market more quickly. Are there any risks associated with shorter NPD time frames?
5. Suggest a framework for managing a marketing strategy. Comment on the cyclical nature of planning.
6. Assess the value of a SWOT analysis, commenting on the key inputs and outputs of this analytical process.