



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 21, 2003. 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: Judy Greene Pottery**

- (a) Most potters are artists and craftspeople first and business people second. Critically assess Judy Greene's competence as a marketer of her own company and its products.
- (b) Assess demand for hand-crafted pottery in the Irish market, commenting on changing customer trends.
- (c) Suggest an export strategy for Judy Greene Pottery which will reduce the company's dependency on domestic sales.

SECTION B (60%)

2. Outline the key purpose and value of conducting a macro- and a micro-business system analysis.

P.T.O.

3. 'Market measurement and forecasting are essential to decision-making.' Discuss this statement with reference to the main market measures.
4. Outline the key steps in conducting a competitive positioning strategy.
5. You are a brand manager for a range of soft drinks. Your company is seeking to cut costs in all departments and wants to cut your budget by 50%. Write a memo to your managing director, explaining why spending on your company's brands is an investment, not a cost.
6. How does knowledge of the consumer purchase process help marketers when developing a communications strategy?