



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 19, 2004. 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: Forest Produce Ltd.

- (a) Evaluate the marketing channels available to Forest Produce Ltd. to distribute its product range.
- (b) Forest Produce has a wide range of data on the market structure and buying habits of purchasers of flowers in the UK. How should the company use this data to help develop its marketing mix for the British market?
- (c) Critically assess Jim Costello's strategy to add value to his existing products. Can you suggest other activities he could undertake to add value to his products?

P.T.O.

SECTION B (60%)

2. How can you build and sustain competitive advantage over the product life cycle?
3. Outline the relationship between corporate strategy and marketing strategy. What role can the marketing function play in developing corporate strategy?
4. You have just been appointed Marketing Manager of an adventure centre offering 20 land and water-based activities, including surfing, canoeing, hill walking and abseiling. Outline a market segmentation strategy to ensure that the centre is used all year round.
5. Assess the value of a SWOT analysis. How can this model be used in marketing strategy?
6. Discuss the main market indicators which should be assessed as part of a market measurement and forecasting process.