



## Graduateship in Marketing - Stage 4

### MARKETING PLANNING AND MANAGEMENT

**THURSDAY, MAY 6, 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: Betting on Bananas**

- (a) Assess the role of the Internet in making betting attractive to a wider market.
- (b) Conduct a competitor and industry structure analysis of the betting market for Bananabet.
- (c) Outline a promotional strategy for Bananabet to attract and retain profitable customers.

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

2. Outline a process for analysing the competitive structure of an industry.
3. Discuss the scope of company and market analysis which must take place before a company is able to properly identify and develop marketing objectives.

**P.T.O.**

4. Companies within the financial services sector have, in general, failed to differentiate themselves from one another. Recent research indicates that people think that all banks are the same. Can you suggest why this may be the case? If you were advising a major bank, can you suggest a strategy to differentiate your bank from other competing banks?
5. What analytical tools are available to review a company's product portfolio? Outline the key criteria which a marketing manager should use to evaluate the contribution of each product when undertaking a product portfolio analysis.
6. It is becoming increasingly difficult for companies to create and sustain competitive advantage through their products and services alone. Evaluate the role of a company's marketing channel strategy in creating competitive advantage.