



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, MAY 12, 2005. 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 Study: Iontas.com

- (a) Using the competitive forces identified by Michael Porter, assess the attractiveness of the software sector for Iontas.
- (b) Critically assess Iontas's approach to new product development, suggesting any amendments you believe necessary to improve the process.
- (c) Iontas has failed to meet its sales objectives in 2001 and is already behind the company's sales forecast for 2002. Recommend a marketing strategy to enable Iontas to achieve its projected growth rates for 2003.

SECTION B (60%)

2. You have been retained as a marketing consultant to a major international retailer of low cost household furniture and household goods. The company, All Sorts International, is unfamiliar with the Irish market, where it will open a superstore in January 2006. Outline the major demographic and economic trends in the Irish market. Advise the company how these trends should be taken into account when preparing its marketing mix for the Irish consumer.

P.T.O.

3. Discuss the strengths and limitations of the BCG Portfolio model.
4. Examine the impact of the New Economy on marketing practice.
5. Outline a process to evaluate the strategic choices for mature and declining markets. Illustrate with examples.
6. Evaluate the key stages in developing an annual marketing plan.