



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 17, 2006. 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: Celtic – Competing on Linen

- (a) Celtic Linen emphasises ‘a strong culture of staff welfare’. How does this policy help the company achieve its marketing objectives?
- (b) Outline the key market segments served by Celtic Linen and comment on the company’s positioning strategy.
- (c) Conduct a SWOT analysis of Celtic Linen. The company has identified three marketing challenges:
 - Maintaining competitive advantage in the marketplace.
 - Sustaining progress in the hospitality and healthcare markets.
 - Balance the need to keep prices competitive while delivering a quality product and maintaining good margins.

Select **one** of these challenges and recommend a strategy to help Celtic Linen to meet its marketing objectives.

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SECTION B (60%)

2. Outline the key stages in conducting a marketing plan and comment briefly on its relationship and contribution to other planning functions.
3. Ryanair has grown to become one of the most successful airlines in the world despite offering limited customer service. Suggest reasons for Ryanair's success and discuss conditions under which the 'no frills' strategy could successfully be applied to other businesses.
4. As product life cycles become ever shorter, outline what New Product Development (NPD) processes can be put in place to enable organisations to develop products and bring them to market more speedily. Comment on the risks associated with shorter NPD timeframes.
5. According to the Irish Direct Marketing Association organisations spend around €650 million per annum on direct response communications. Outline the strengths and limitations of direct response promotion compared with conventional advertising. Why do you think there has been a significant growth in direct response promotion in recent years?
6. Given the growth in direct marketing, how can channel intermediaries remain relevant to suppliers and customers so that they remain a part of the distribution channel?