



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, MAY 18, 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: Directski – Ski for Less

- (a) Assess the importance of the Directski brand in the growth of the company in the Irish and UK markets.
- (b) Evaluate Directski's marketing communications mix. In what way is the mix different from that of a conventional specialist travel agency?
- (c) Suggest a marketing strategy to help the company increase its market penetration and spread of business throughout the year.

SECTION B (60%)

2. You have been retained as a marketing consultant to a global manufacturer of organic frozen meals marketed under the brand name *Wholesome Foods*. Outline the major market trends and the changes in family structure which should be considered when the company enters the Irish market. What adjustments should *Wholesome Foods* be prepared to make in its marketing programme?

P.T.O.

3. The rewards for being 'first to market' are often substantial – despite the risks and investment costs associated with developing innovative new products. Discuss the challenges and potential rewards associated with launching innovative products. Under what conditions should a firm opt for being a follower rather than a leader?
4. Analyse the value and limitations of product portfolio analysis techniques in managing a company with a diverse range of products.
5. You are the brand manager for a range of Irish-made jams and preserves. In order to boost profitability your Managing Director wants to cut your marketing budget by 50%. Write a memo to her explaining why spending on your company's brands is a good investment for your company.
6. What influence do distribution strategies have on price setting across the supply chain? Illustrate your answer with a detailed example.