



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 16, 2007. 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 or international examples of marketing practice)

SECTION A (40%)

1. Case Study: The Branding of Kilkenny

- (a) In what ways does branding a location, such as Kilkenny, differ from branding a product, such as a Mars Bar.
- (b) Assess the branding challenge facing 3Sixty Marketing in building a new brand identity for Kilkenny.
- (c) At the conclusion of the case study, Siobhan is concerned that the brand strategy will not be effectively implemented. Recommend a strategy to ensure the long term impact and effectiveness of the brand.

SECTION B (60%)

2. You are the marketing manager to a chain of convenience stores located in all the major towns and cities in Ireland. What environmental analysis do you need to undertake so that you can advise your organization of changes in the Irish consumer market? Where do you anticipate new threats and opportunities for your business in the next three years?

P.T.O.

3. What is meant by the term 'new economy'? Does every company need to create a new economy strategy?
4. *"Marketing is rapidly becoming a game where information, rather than raw marketing muscle, wins the race for competitive advantage."* Mullins 2005. What market knowledge systems should companies develop to identify new insights on customer needs? Support your answer with examples.
5. Outline the range of market entry strategies available to marketers launching a new product or service.
6. The managing director of Sleep Tite, an Irish bed manufacturing company has asked you to examine the potential for selling beds directly to furniture retailers located across Europe rather than selling via your company's network of wholesalers. Outline the advantages and disadvantages of selling direct versus selling through wholesalers. Can the company pursue both distribution strategies simultaneously? Why or why not?