



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, MAY 3, 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: Jameson Irish Whiskey

- (a) Using Porter's Five Competitive Forces, assess the long-term attractiveness of the whisky industry for Jameson Irish Whiskey.
- (b) Identify Jameson's direct competitors and evaluate Jameson's current positioning strategy.
- (c) Suggest a marketing strategy to help the company achieve its target volume of two million cases per annum.

SECTION B (60%)

2. What, in your opinion, is marketing's role in formulating and implementing corporate strategy?
3. Compare and contrast market and industry attractiveness. How should marketers assess the attractiveness of markets and industries?

P.T.O.

4. Why is brand positioning an important aspect of brand strategy? Outline the steps towards developing a positioning strategy.
5. You are the marketing manager for a high quality Irish chocolate company. To date you have distributed products via wholesalers and retailers. You now want to offer your end customers an opportunity to buy chocolates online. What are the new threats and opportunities for your company in sales online? How will your online strategy impact on other elements of the marketing mix?
6. The market for tea is declining as consumers switch to coffee, soft drinks, juices and bottled water. Assume you are the marketing manager of a major tea blending and distribution organization. At present, you do not have any other products in your portfolio. What strategic choices should you consider for your company when faced with a declining market?