



Graduateship in Marketing - Stage 4

MARKETING PLANNING AND MANAGEMENT

THURSDAY, AUGUST 14, 2008. 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: Philip Kenny Designs

- (a) Based on the information provided in the case study, review the key challenges facing Philip Kenny due to the small scale of the business.
- (b) Evaluate Philip Kenny's branding strategy.
- (c) Philip Kenny faces numerous challenges. What strategies should he adopt in order to secure his business into the future?

SECTION B (60%)

2. Using the major competitive forces identified by Michael Porter, assess the long-term attractiveness of **one** of the following industries:

- (i) Irish newspaper industry
- (ii) Irish airline industry
- (iii) Irish supermarket industry

P.T.O.

3. Financial services companies have, in general, failed to differentiate themselves from one another. Research indicates that people think that all banks are the same. Can you suggest why this may be the case? If you were advising a major bank, can you suggest a strategy to differentiate your bank from other competing banks?
4. Discuss the scope of company and market analysis which must take place before a company is able to properly identify and develop marketing objectives.
5. It is becoming increasingly difficult for companies to create and sustain competitive advantage through their products and services alone. Evaluate the role of a company's marketing channel strategy in creating competitive advantage.
6. You are the brand manager for a range of Irish-made biscuits and cakes. 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.