



## Graduateship in Marketing - Stage 4

### MARKETING PLANNING AND MANAGEMENT

WEDNESDAY, MAY 20, 2009. 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 Green Engineering Services Limited

- (a) List the strategic mistakes that Manus Green made since his firm was set up and suggest the lessons to be learned from each mistake.
- (b) Critically evaluate Green Engineering Services Limited from an organization structure perspective.
- (c) Identify the factors which you believe will determine the success or otherwise of the reel Lifter/Turner project.

#### SECTION B (60%)

2. Delivering superior value to one's customers is the essence of business success. Suggest the measures the business must take in order to ensure that it consistently delivers superior value.

**P.T.O.**

3. What are the six macro trend categories and to what extent do they make a useful contribution to strategic marketing planning?
4. To what extent do positioning statements or value propositions really play a part in the development and execution of a marketing strategy?
5. Strategic choices in mature, or even declining, markets are by no means bleak. Many of the world's most profitable companies operate largely in such markets.  
Discuss.
6. The importance of good distribution decisions is obvious. Where and in what form are distribution decisions built into the marketing plan?