

UNIVERSITY OF BRADFORD

MSc STRATEGIC MARKETING

MAN4153M

08 May 2013

16:00 – 17:30 hours

This is an **OPEN BOOK** examination

Candidates are permitted to bring lecture notes and cases into the examination and any preparatory analysis of the case.

No personal notes or prepared papers may form part of the script submitted.
Dictionaries are not permitted.

Answer **BOTH** questions

Case Study – Sony BMG's Market Entry into Second Life

Answer **BOTH** questions

1. Following a Strategic Marketing Planning process of your choice (e.g. McDonald's Marketing Planning model) conduct a full situational analysis/environmental analysis of the Second Life opportunity for Sony BMG.

(50% of marks)

2. Drawing upon the situational analysis undertaken in question 1, produce a strategic marketing plan for Sony BMG's entry into the Second Life market place.

(50% of marks)