

UNIVERSITY OF LONDON

Joint Honours/Intercalated BSc Examinations 2003

B.Sc., B.Eng. and M.Eng. Examinations 2003

For internal Students of Imperial College of Science Technology and Medicine.
This paper also forms part of the examination for the Associateship.

MARKETING

Wednesday 8th January 2003; 10.00 –12.00

CLOSED BOOK

Instructions:

Answer TWO questions.
All questions carry equal marks

1. Explain the concepts of segmentation, positioning and differential advantage. Illustrate your answer with examples (50% of the marks).

If you were a lap-top computer manufacturer how would you segment your market and position your product? What would your differential advantage be? (50% of the marks)

2. Explain the importance of people for the service industries. Illustrate your answer with examples? (50%)

Develop a marketing strategy for a high quality domestic cleaning service company in central London using the 4P framework (50%)

3. Discuss the issues of control, profitability and flexibility as criteria for designing a distribution channel (50%).

If you were the inventor and manufacturer of an innovative vacuum cleaner, what would your distribution options be? What are the possible problems that you would anticipate for each option? Which option would you prefer and why? (50%)

4. Explain the influence of political, legal and cultural factors on decisions regarding international marketing (50%)

You are a manager of a rapidly growing private hospital and you contemplate international expansion. How would you decide? (Identify and justify the criteria that you might use in reaching a decision) What would you do to collect the information needed for the analysis? What would you do if you were convinced by the analysis that you should actually expand internationally? (Provide an action plan) (50%)