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UNIVERSITY OF LONDON

279 0036 ZA

BSc degrees and Diplomas for Graduates in Economics, Management, Finance and the Social Sciences, the Diploma in Economics and Access Route for Students in the External Programme

Marketing

Wednesday, 31 May 2006 : 2.30pm to 5.30pm

Candidates should answer **FOUR** of the following **EIGHT** questions. All questions carry equal marks.

PLEASE TURN OVER

1. (a) Describe the different marketing orientations that a firm can adopt.
(10 marks)
- (b) What are the arguments for and against adopting the product orientation?
(15 marks)
2. A British university is considering a joint venture with a South African university. South African students will study at the local institution, but will be awarded a degree by the British University.
- Outline a marketing research project with the objective of assessing South African demand for the joint degree programme.
3. (a) Describe what is meant by the terms 'economic' and 'demographic' environment.
(5 marks)
- (b) Using appropriate examples, explain how changes in the economic and demographic environments have affected the following elements of the marketing mix:
- i. product **(10 marks)**
 - ii. distribution **(5 marks)**
 - iii. promotion **(5 marks)**
4. (a) Describe the major influences on consumers' purchasing behaviour.
(10 marks)
- (b) In the case of a purchase of a new television set, critically assess the impact of each of these influences.
(15 marks)
5. A firm has identified three different strategic business units. The first of these is categorised as a 'dog', the second as a 'cash cow' and the third as a 'question mark'. The management of the firm are considering disposing of the 'dog' in order to focus resources on the 'question mark'.
- Critically evaluate the advantages and disadvantages of this move. Your analysis should also include a discussion of the limitations of using the BCG matrix in such situations.

6. (a) Identify and describe the different functions performed by marketing channel intermediaries. **(10 marks)**
- (b) Using an example of your choice, explain how these functions are fulfilled where a firm uses only a 'direct marketing' channel (one where there are no intermediaries). **(7 marks)**
- (c) Critically evaluate the advantages and disadvantages of such a channel to a manufacturer. **(8 marks)**
7. (a) Describe the commonly used methods of setting the promotion budget and discuss the advantages and disadvantages of each of these methods. **(15 marks)**
- (b) What are the implications of the development of web-based advertising and promotion for budget setting by marketers? **(10 marks)**
8. (a) What are the general arguments for and against standardisation in international marketing? **(11 marks)**
- (b) How relevant are the advantages for:
- i. a global firm? **(7 marks)**
- ii. a services company? **(7 marks)**

END OF PAPER