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UNIVERSITY OF LONDON

279 0036 ZB

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. 'The societal orientation is clearly the ideal marketing philosophy for all firms to follow.' Critically assess this statement.

2. An Indian university is considering offering a new degree programme called 'Mandarin and Management', for its students in India. This course is designed to appeal to students who have an interest in management and who would also like to learn Mandarin.

Outline a marketing research project with the objective of assessing the demand for the 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) Identify the different stages of the new product adoption process model and explain how the model may be useful in framing a marketing plan for a new product. **(15 marks)**

- (b) How can marketers maximize the rate at which a product is adopted by buyers? **(10 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 large American multinational company, which is famous for its cola drinks is considering launching a new soft drink in its home market. The drink is based on green tea and has proven to be successful in Asian countries.
- (a) Identify and briefly describe four different elements of the promotion mix that you think should be used by this company to launch this new product. **(10 marks)**
- (b) For each element of the promotion mix describe how you expect the company to use it and why you think its use could be effective in this case. **(15 marks)**
8. (a) What are the general arguments for and against adaptation in international marketing? **(11 marks)**
- (b) How relevant are the advantages for:
- i. a small firm in a developing country starting to undertake international marketing? **(7 marks)**
 - ii. a services company? **(7 marks)**

END OF PAPER