



# ICM

SEPTEMBER 2015

MARKETING MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Identify the main influences on consumer buying behaviour and explain how marketing campaigns attempt to influence consumer behaviour. [20]
  2. Your company has decided to introduce some of its products to international markets and you have been asked to prepare a report highlighting the advantages and limitations of TWO methods of entry that can be considered. What information would you include in your report? [20]
  3. Critically appraise TWO pricing methods that can be used for a range of fast-moving consumer products. [20]
  4. As a marketing consultant, explain the following marketing terms to one of your clients:
    - a) Point of sale materials
    - b) Relationship marketing
    - c) Packaging [20]
  5. Explain the importance of effective market segmentation to the success of marketing campaigns in highly competitive markets and describe TWO segmentation strategies of your choice. [20]
  6. Explain and make recommendations on the contributions that Public Relations can make to the effective marketing of products and services and provide examples to support your recommendations. [20]
  7. Write notes on THREE of the following:
    - a) Test marketing
    - b) Physical distribution
    - c) Budgetary control
    - d) Integrated marketing [20]
  8. Compare and contrast THREE market research techniques that can be used to determine the way consumers perceive the company's products and services. [20]