



# ICM

SEPTEMBER 2015

MARKETING PLANNING & DECISION MAKING – MARITIME

**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. Explain the reasons behind the growing acceptance of the marketing philosophy within the maritime industry and provide examples to support your recommendations. [20]
  2. Outline the differences between primary data and secondary data and summarise the value of accurate information to marketing decision making. [20]
  3. Discuss the contributions sales promotions can make to the effective marketing of products and services of marketing-orientated organisations. [20]
  4. Explain what you understand by the following:
    - a) Public relations
    - b) Use of overseas agents
    - c) Direct exporting[20]
  5. Describe THREE market segmentation methods used by marketing management and identify the key conditions to effective market segmentation. [20]
  6. Discuss the stages of the Product Life Cycle and outline the value of the model to marketing management. [20]
  7. Write notes on THREE of the following:
    - a) Quota sampling
    - b) Random sampling
    - c) Physical distribution
    - d) Direct marketing[20]
  8. As a newly appointed marketing manager of a large maritime organisation, summarise the key information you will expect to find in the company's marketing plan. [20]