



# ICM

SEPTEMBER 2015

MARKETING POLICY & STRATEGY

**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 FOUR questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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- 1. Assess the role of market segmentation in rebranding and how this could impact on Mallard Drake. [25]
  - 2. Getting the product mix right is vital to company success. Discuss how Xcel Toys failed in this area. [25]
  - 3. Acquisitions are one option available to companies looking to expand. Discuss the issues involved in the acquisition of Montmorency Dolls. [25]
  - 4. Should Mallard Drake consider a strategic alliance? [25]
  - 5. Distribution channel functions can be complex and cause problems for organisations. This has clearly impacted on Xcel Toys. Discuss where the company has gone wrong and suggest solutions. [25]