



ICM

SEPTEMBER 2015

STRATEGIC 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. Advise a group of marketing executives on the market conditions that are suitable for market penetration pricing, skimming pricing and premium pricing. [20]
 2. Summarise the advantages and limitations of using multiple channels of distribution and provide examples of products that can benefit from using a variety of distribution channels. [20]
 3. Distinguish between marketing strategies and marketing tactics and explain TWO marketing strategies that can be considered by marketing management. [20]
 4. As an independent consultant, explain the following Boston Consulting Group terms to one of your clients:
 - a) Star
 - b) Cash cow
 - c) Dog[20]
 5. Explain what you understand by the term **promotion mix** and describe the contributions that EACH element can make to the marketing efforts of commercial organisations. [20]
 6. Organisational buyers are subject to many influences when they make their buying decisions. What are the major influences on organisational buying behaviour? [20]
 7. Explain and critically examine in the context of strategic marketing THREE of the following:
 - a) Marketing budgets
 - b) Break-even analysis
 - c) Product mix
 - d) SWOT analysis[20]
 8. Describe the factors that must be considered by marketing management in order to decide on the overall positioning of products and services within highly competitive markets. [20]