



ICM

DECEMBER 2016

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 []
-
1. Summarise the main advantages and limitations associated with joint ventures and franchising as methods of entry into overseas markets. [20]
 2. 'The marketing plan is one of the most important outputs of the marketing process.' Discuss this statement and identify the main sections of a marketing plan. [20]
 3. Describe the main influences on organisational buying behaviour and provide examples to support your recommendations. [20]
 4. Advise a group of marketing students on the meaning of the following marketing terms:
 - a) Product hierarchy
 - b) Brand equity
 - c) Packaging[20]
 5. Explain what you understand by the following pricing options:
 - a) Target return pricing
 - b) Promotional pricing
 - c) Differentiated pricing[20]
 6. Highlight the benefits of sales forecasting and demand measurement and explain TWO demand measurement techniques used by marketing management. [20]
 7. Write notes on THREE of the following:
 - a) Types of retailers
 - b) Non-store retailing
 - c) Private labels
 - d) Functions performed by wholesalers[20]
 8. As an independent consultant, advise one of your clients on the value of advertising to the effective marketing of products and services. [20]