



ICM

DECEMBER 2016

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. What are the main factors that have contributed to the acceptance of the marketing philosophy by maritime organisations worldwide? [20]
 2. 'The accuracy of information collected through marketing research will affect the quality of the marketing decision making.' Comment on this statement and describe the stages of the marketing research process that can be considered. [20]
 3. Explain the following steps of the marketing planning process:
 - a) Environmental analysis
 - b) Setting marketing objectives
 - c) Selecting marketing strategies[20]
 4. Discuss the following segmentation methods:
 - a) Demographic segmentation
 - b) Psychographic segmentation
 - c) Geographic segmentation[20]
 5. Describe the stages of the new product development process and summarise the practical limitations of the process. [20]
 6. Explain the key controllable and non-controllable factors that need to be considered in the process of price setting for maritime products and services. [20]
 7. Write notes on THREE of the following:
 - a) Public relations
 - b) Profitability control
 - c) Sales promotions
 - d) Corporate social responsibility[20]
 8. Explain what you understand by the term **direct marketing** and discuss THREE popular direct marketing techniques. [20]