



ICM

DECEMBER 2016

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. Discuss how buyer behaviour is likely to influence the businesses in the case study. [25]
 - 2. Discuss the key factors of the distribution channel functions as they apply to Mallard Drake. [25]
 - 3. Discuss the factors involved in hostile takeovers and make alternative recommendations for Amco. [25]
 - 4. How could Simon Henderson use defensive strategies to his best advantage? [25]
 - 5. How can a better understanding of the marketing mix enhance the company's profits? [25]