



ICM

DECEMBER 2016

MARKETING

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. Using an example of your choice, explain what is meant by the term '**marketing concept**'. [20]
 2. Discuss the TWO major strategic options from a SWOT analysis. Use an example to illustrate their use. [20]
 3. Porter 1996 identifies a number of competitive forces which will influence the state of competition in an industry, and which will determine the profit potential of the industry as a whole. One of these forces is 'barriers to entry'. Explain FOUR of the barriers to entry. [20]
 4. Use an example to explain the stages of the consumer buyer process. [20]
 5. The marketing management of a company may choose one of the following policy options:
 - a) Undifferentiated marketing
 - b) Concentrated marketing
 - c) Differentiated marketingDiscuss TWO of the above, using an example. [20]
 6. Why would a marketer decide to use the Boston Consulting Group growth-share matrix? [20]
 7. Define the following terms in relation to pricing:
 - a) Cost
 - b) Product cost
 - c) Fixed cost
 - d) Indirect cost[20]
 8. There are five suggested approaches to the problem of adaptation which are defined by decisions about the product and about promotion. Explain the FIVE approaches. [20]