



# ICM

DECEMBER 2016

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 [ ]
1. Explain what you understand by the term **marketing audit** and highlight the importance of the marketing audit in the marketing planning process. [20]
  2. A number of portfolio analysis models have been developed by marketing theorists and practitioners. Summarise the value of these models and describe a model of your choice. [20]
  3. As an independent consultant, prepare a report explaining the following distribution strategies to one of your clients:
    - a) Intensive distribution strategy
    - b) Selective distribution strategy
    - c) Exclusive distribution strategy[20]
  4. Describe the main internal and external influences on pricing strategy and provide examples to support your recommendations. [20]
  5. Explain what you understand by the following terms:
    - a) Cost-volume-profit analysis
    - b) Investment appraisal
    - c) Cash flow analysis[20]
  6. Distinguish between product positioning and market segmentation and discuss the factors that can affect the feasibility of market segmentation. [20]
  7. Write notes on THREE of the following:
    - a) Product mix
    - b) Market testing
    - c) Sales force incentives
    - d) Consumer incentives[20]
  8. Critically appraise the value of marketing communications planning and identify the key stages associated with the development of a marketing communications programme. [20]