



ICM

JUNE 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. Describe the contents of the marketing plan and summarise the value of this document to marketing management. [20]
 2. Explain the importance of advertising campaigns within the promotional mix and provide examples to support your recommendations. [20]
 3. Discuss the key internal and external influences on the pricing policies to be adopted for products and services. [20]
 4. You have been asked to explain the following research methods to a group of marketing students. What information would you include in your explanations?
 - a) Survey research
 - b) Experimental research
 - c) Online interviews[20]
 5. Explain what you understand by the following marketing terms:
 - a) Integrative growth
 - b) Diversification growth
 - c) The value chain[20]
 6. Critically appraise the value of the Product Life Cycle model to marketing strategic planning and describe the marketing strategies to be considered during EACH stage of the model. [20]
 7. Write notes on THREE of the following:
 - a) Direct response mail
 - b) Telemarketing
 - c) Vertical marketing systems
 - d) Horizontal marketing systems[20]
 8. Distinguish between profitability control and efficiency control and summarise the benefits of a marketing control system to the overall effectiveness of marketing operations. [20]