



ICM

JUNE 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. Identify the key elements of the marketing philosophy and summarise the benefits of the marketing orientation to international maritime organisations. [20]
 2. Critically appraise THREE marketing research techniques that can be used in order to assess the levels of satisfaction among a company's customers. [20]
 3. Describe the key influences on organisational buying behaviour and provide examples to support your recommendations. [20]
 4. Discuss THREE pricing methods widely used for products and services in highly competitive markets. [20]
 5. As an independent marketing consultant explain to one of your clients the following marketing terms:
 - a) Press relations
 - b) Press advertising
 - c) The value chain[20]
 6. Identify the main reasons behind the growth of direct marketing and discuss THREE direct marketing techniques of your choice. [20]
 7. Write notes on THREE of the following:
 - a) The role of advertising within the promotion mix
 - b) Sales promotions
 - c) Qualitative research
 - d) SWOT analysis[20]
 8. Explain the key factors to be considered in order to select the most attractive international market for a company's range of products and services. [20]