



ICM

JUNE 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 []
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1. Explain the significance of price within the marketing mix and describe the main influences to be considered when setting prices for products and services. [20]
 2. Distinguish between diversification strategy, product development strategy and market penetration strategy and summarise their value to strategic marketing planning. [20]
 3. Explain what you understand by the following marketing terms:
 - a) Channel management
 - b) Intensive distribution
 - c) SWOT analysis[20]
 4. Prepare a report for one of your clients explaining the key issues associated with the following marketing topics:
 - a) Product positioning
 - b) Behavioural segmentation
 - c) Reasons for new product failure[20]
 5. Critically appraise the value of Boston Consulting Group's growth-share matrix to strategic marketing planning. [20]
 6. Discuss the contributions that sales promotions can make to the effectiveness of a company's promotional efforts. [20]
 7. Write notes on THREE of the following:
 - a) Closed loop control systems
 - b) Market testing
 - c) Branding
 - d) Public relations[20]
 8. Describe the importance of ratio analysis to the development and control of marketing activities and provide examples of ratios that can be used. [20]