



ICM

MARCH 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 []
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1. Prepare a report describing the main influences on consumer buying behaviour and provide examples to support your explanations. [20]
 2. Compare and contrast THREE pricing methods that can be considered by marketing management and summarise the benefits and risks associated with EACH method. [20]
 3. Critically appraise THREE advertising media that can be used in order to support the launch of a new range of cosmetics for men. [20]
 4. Explain the following marketing terms to a group of marketing students:
 - a) Integrated marketing
 - b) Relationship marketing
 - c) Performance marketing[20]
 5. Advise one of your clients on the importance of effective marketing research and identify the key elements of the marketing research process. [20]
 6. Explain the importance of developing new products and describe the approach to be used for the development of a new product. [20]
 7. Write notes on THREE of the following:
 - a) Niche marketing
 - b) Demographic segmentation
 - c) Product hierarchy
 - d) The role of packaging within the marketing mix[20]
 8. What is your understanding of the term **brand equity**? Discuss the main criteria you would consider in selecting a brand name for a product or service. [20]