



ICM

MARCH 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. The Chief Executive of a maritime organisation has asked you to prepare a report explaining the benefits of the marketing philosophy compared to other business philosophies. What information would you include in your report? [20]
 2. Identify the stages of the New Product Development Process and explain the key activities associated with EACH stage of the process. [20]
 3. Explain what you understand by the following marketing terms:
 - a) Brand equity
 - b) Marketing mix
 - c) Geographic segmentation[20]
 4. Compare and contrast the following pricing methods:
 - a) Mark-up pricing
 - b) Geographical pricing
 - c) Penetration pricing[20]
 5. What factors would you take into account in selecting the most appropriate advertising media for an organisation's advertising campaign? [20]
 6. Describe the contents of a typical marketing plan and summarise the value of marketing planning to commercial organisations. [20]
 7. Write notes on THREE of the following:
 - a) Selective distribution
 - b) Word association tests
 - c) Focus groups
 - d) Primary data[20]
 8. Critically appraise TWO organisation structure options to be considered by marketing-orientated maritime organisations. [20]