



# ICM

MARCH 2016

MARKETING POLICY & STRATEGY

**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 FOUR questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Discuss the key issues of segmentation and how this could enable Mallard Drake to re-brand their products. [25]
  2. Product positioning is a key aspect of marketing. Mallard Drake appear to have put very little thought into their Christmas range and its positioning. Discuss their problems in this area and suggest how they could have resolved this problem. [25]
  3. Assess the benefits of strategic alliances and mergers for Mallard Drake and make recommendations on which they should choose. [25]
  4. Xcelsior Toys clearly failed to take into account personal consumer behaviour in their business planning. What are the major influences on a buyer's decision making? [25]
  5. How could a better understanding of the marketing mix enhance the company's profits? [25]