



ICM

MARCH 2016

MARKETING

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. Examine FOUR sources of marketing intelligence. [20]
 2. You are a marketing manager of a cardboard manufacturer. Explore the various levels of the environment that the marketing manager would need to be aware of, and why. [20]
 3. Evaluate why marketers have difficulty keeping up with fast-moving trends in the youth market. [20]
 4. Explore the value of using a marketing analyst firm. [20]
 5. In order for a product to be distributed a number of basic functions need to be fulfilled. Using an example of your choice, explain the basic functions and issues that need to be considered. [20]
 6. In terms of integrated marketing planning the acronym known as 'SOSTAC' is used. Using an example of your choice, apply the SOSTAC technique. [20]
 7. Identify the main objectives of Not-for-Profit (NFP) and charitable organisations. [20]
 8. What do you consider the arguments to be in favour of product adaption in relation to international marketing? [20]