



# ICM

MARCH 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 [ ]
1. Evaluate TWO brand strategies that can be considered by marketing management and comment on the value of branding to the marketing of products and services. [20]
  2. Critically appraise the value of Ansoff's product-market matrix in selecting marketing strategies. [20]
  3. Explain what you understand by the following marketing terms:
    - a) Penetration pricing
    - b) Going rate pricing
    - c) Consumer sales promotions[20]
  4. Describe the financial ratios you would use in order to complete interfirm comparisons within a specific industry. [20]
  5. One of your clients has asked you to advise him on the stages to be considered in order to conduct a marketing audit. What advice would you provide to your client? [20]
  6. Compare and contrast THREE control mechanisms that can be considered by marketing practitioners and summarise their benefits and limitations. [20]
  7. Write notes on THREE of the following:
    - a) Selective distribution
    - b) Packaging
    - c) The value chain
    - d) Public relations[20]
  8. Distinguish between psychographic and geo-demographic market segmentation and describe the variables that can be used in order to apply these segmentation approaches. [20]