



ICM

MARCH 2017

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. Describe the marketing activities associated with the different stages of the Product Life Cycle and summarise the limitations of the model. [20]
 2. Compare and contrast TWO pricing methods that can be used for products marketed in highly competitive markets. [20]
 3. Critically appraise the contributions that sales promotions can make to the effective marketing of products and services and summarise the support they can provide to the other elements of the promotion mix. [20]
 4. Explain what you understand by the following terms:
 - a) Corporate mission
 - b) SWOT analysis
 - c) Product mix[20]
 5. Explain the main influences on consumer buying behaviour and provide examples to support your recommendations. [20]
 6. Distinguish between demographic segmentation and psychographic segmentation and highlight the importance of segmentation to the success of marketing programmes. [20]
 7. Write notes on THREE of the following:
 - a) Direct marketing
 - b) Selective distribution
 - c) Market penetration strategy
 - d) Integrated marketing[20]
 8. Explain the advantages and limitations of the following sales forecasting techniques:
 - a) Survey of buyers' intentions
 - b) Composite of sales force opinions
 - c) Market build-up method[20]