



# ICM

MARCH 2017

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 [ ]
1. As an independent marketing consultant, explain to one of your clients the elements of the marketing mix and the overall importance of the marketing concept. [20]
  2. Critically appraise the role of Public Relations within the promotional mix of maritime organisations and provide examples to support your recommendations. [20]
  3. Explain what you understand by the following marketing terms:
    - a) Qualitative data
    - b) Internet advertising
    - c) Press advertising[20]
  4. Identify the main advantages and limitations of TWO market research techniques used by marketing managers in order to collect information from selected target markets. [20]
  5. Describe the promotional objectives associated with sales promotions and discuss TWO popular sales promotion techniques. [20]
  6. Advise a group of marketing students on the following:
    - a) Market segmentation
    - b) Brand image
    - c) Direct marketing[20]
  7. Write notes on THREE of the following:
    - a) Skimming pricing
    - b) Penetration pricing
    - c) Primary data
    - d) Cost-plus pricing[20]
  8. 'Maritime organisations operate in many international markets and they need to adapt to different operating environments.' Comment on this statement and summarise the benefits and risks associated with international marketing. [20]