



ICM

MARCH 2017

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.
 - a) Define the term '**marketing management**'. [10]
 - b) Explain the responsibilities of a typical marketing manager. [10]
 2. Once a good relationship is established with your customers, different costs from customer to customer can arise. Explain FOUR of these different costs. [20]
 3. You are in a company that manufactures mountain bikes. Identify at least FOUR economic factors that are likely to affect your business. [20]
 4. The 'green 4P's' can be used as a checklist to diagnose how well the company is succeeding in living up to its green performance. Explain:
 - a) FIVE internal green P's [10]
 - b) FIVE external green P's [10]
 5. Explain the following marketing concepts:
 - a) Test marketing
 - b) Price followers
 - c) Break-even point
 - d) Offline promotion [5 each]
 6. Discuss, using an example, Product Usage Segmentation (PUS). [20]
 7. Once a firm knows how it is performing on each of the dimensions of service quality, it can use a number of methods to try and improve service quality. Examine FOUR of these methods. [20]
 8. Consider the arguments for product adaptation in international markets. [20]