



ICM

MARCH 2017

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. Compare and contrast TWO popular pricing strategies of your choice and identify the market situations that are suitable for EACH option. [20]
 2. Critically appraise the contributions an effective distribution network can make to the successful marketing of consumer products. [20]
 3. Explain what you understand by the following terms:
 - a) Sales promotions
 - b) Public Relations
 - c) Branding[20]
 4. Advise one of your clients on the importance of using financial ratios as part of the company's control process. [20]
 5. Describe the activities associated with the following stages of the Product Life Cycle:
 - a) Introduction stage
 - b) Maturity stage
 - c) Decline stage[20]
 6. Discuss the importance of advertising campaigns within marketing and provide examples to support your recommendations. [20]
 7. Write notes on THREE of the following:
 - a) Market penetration strategy
 - b) Diversification strategy
 - c) Demographic segmentation
 - d) The value chain[20]
 8. Describe the key internal and external factors that have a direct influence on an organisation's strategic marketing planning. [20]