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. Explain the significance of price within the marketing mix and describe the main influences to be considered when setting prices for products and services. [20]

2. Distinguish between diversification strategy, product development strategy and market penetration strategy and summarise their value to strategic marketing planning. [20]

3. Explain what you understand by the following marketing terms:
   a) Channel management
   b) Intensive distribution
   c) SWOT analysis [20]

4. Prepare a report for one of your clients explaining the key issues associated with the following marketing topics:
   a) Product positioning
   b) Behavioural segmentation
   c) Reasons for new product failure [20]

5. Critically appraise the value of Boston Consulting Group’s growth-share matrix to strategic marketing planning. [20]

6. Discuss the contributions that sales promotions can make to the effectiveness of a company’s promotional efforts. [20]

7. Write notes on THREE of the following:
   a) Closed loop control systems
   b) Market testing
   c) Branding
   d) Public relations [20]

8. Describe the importance of ratio analysis to the development and control of marketing activities and provide examples of ratios that can be used. [20]