

**UNIVERSITY OF BOLTON**

**BOLTON BUSINESS SCHOOL**

**BA (HONS) BUSINESS STUDIES – OFF CAMPUS**

**KL INTAKE 22**

**SEMESTER SEMESTER 1 EXAMINATIONS 2008/2009**

**MARKETING MANAGEMENT**

**MODULE NO: MKT3001DL**

Date: 13/12/ 2008

Time: 2 Hours

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**INSTRUCTIONS TO CANDIDATES:**

There are SIX questions on this paper.

Answer THREE questions only.

Section A is worth 40 marks and is compulsory. Each question from Section B is worth 30 marks.

No books or materials may be referred to in the examination.

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Bolton Business School  
BA (Hons) Business Studies – Off Campus  
Semester 1 Examination 2008/2009  
Marketing Management  
Module No. MKT3001DL

**Section A (Compulsory)**

1. Outline and illustrate with examples the marketing management approaches a company could employ in order to guide their marketing efforts.

**(40 marks)**

**Section B – Answer TWO questions from this section**

2. Outline and explain the factors a company must consider in developing their marketing communications mix.

**(30 marks)**

3. Illustrate and appraise the strategies available to a market challenger wishing to become a market leader.

**(30 marks)**

4. What is a strategic planning gap? Outline and evaluate the approaches available for strategic business units (SBU) wishing to eliminate this gap.

**(30 marks)**

5. What strategies are appropriate at each stage of the Product Life Cycle? Comment on the value of this concept for marketing managers.

**(30 marks)**

6. Outline and evaluate the ways an organisation may differentiate their product to achieve a sustainable competitive advantage. Illustrate your answers with examples.

**(30 marks)**

**END OF QUESTIONS**