

UNIVERSITY OF BOLTON

BOLTON BUSINESS SCHOOL

**BA (HONS) BUSINESS STUDIES BY DISTANCE
LEARNING**

BA (HONS) MARKETING BY DISTANCE LEARNING

AIB CHINA - INTAKE 3

SEMESTER 2 EXAMINATIONS 2008/2009

MARKETING MANAGEMENT

MODULE NO: MKT3001DL

Date: 22th June 2009

Time: 2 hours

INSTRUCTIONS TO CANDIDATES:

There are TWO sections to this Paper. ONE question in Section A and FIVE questions in Section B.

You must answer Section A (compulsory), and ANY TWO questions from Section B.

Section A carries 40 marks and each question from Section B carries 30 marks.

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

Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression

Bolton Business School
BA Business Studies, BA Marketing by Distance Learning
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Section A – Compulsory Question

1. Critically analyse the argument that corporate strategy and marketing strategy are one and the same activity.

(40 marks)

Section B – Answer ANY TWO questions from this section

2. Strategies change over the product life cycle. What strategies are appropriate at each of these stages? Critically appraise the value of this concept for marketing managers.

(30 marks)

3. An alternative to being a follower in a large market is to be a leader in a small market. Outline and critically appraise the potential niche roles this competitive posture may select.

(30 marks)

4. Critically discuss the main features that differentiate services from physical products and demonstrate how a company can 'tangibilise the intangible?'

(30 marks)

5. Critically discuss the main variables a marketing manager might use to segment a consumer market. In addition, what are the potential methods available to target these markets?

(30 marks)

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

(30 marks)

END OF QUESTIONS