

UNIVERSITY OF BOLTON
BOLTON BUSINESS SCHOOL
BA (HONS) BUSINESS ADMINISTRATION BY
DISTANCE LEARNING
KUALA LUMPUR INTAKE 23
SEMESTER 2 EXAMINATIONS 2008/2009
MARKETING MANAGEMENT
MODULE NO: MKT3001DL

Date: 20th 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

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Section A – Compulsory Question

1. Outline and critically explain the holistic marketing concept that will assist firms dealing with the trends and forces defining the 21st century.

(40 marks)

Section B – Answer ANY TWO questions from this section

2. What strategies are appropriate at each stage of the product life cycle? Comment on the value of this concept for marketing managers.

(30 marks)

3. Outline and appraise the areas of specialisation a market nicher can select. Illustrate your answer with examples.

(30 marks)

4. Identify the main characteristics that distinguish services from physical products and illustrate instances of how a company can employ customer experience engineering.

(30 marks)

5. Consumer buying behaviour is influenced by several factors. Explain with examples how knowledge of these factors is vital in meeting customers' needs and wants.

(30 marks)

6. Describe the strategic planning gap and the potential growth strategies available if this scenario developed.

(30 marks)

END OF QUESTIONS