

UNIVERSITY OF BOLTON
BOLTON BUSINESS SCHOOL
BA BUSINESS STUDIES BY DISTANCE LEARNING
VIETNAM – INTAKE 3
SEMESTER 2 EXAMINATIONS 2008/2009
MARKETING MANAGEMENT
MODULE NO: MKT3001DL

Date: 20/06/09

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** 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)

1. Evaluate the contention that corporate strategy and marketing strategy are one and the same activity.
(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 how a company can ‘tangibilise the intangible?’
(30 marks)
5. State the main dimensions a marketing manager might use to segment a consumer market. In addition, what are the approaches to targeting available to marketers?
(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