

UNIVERSITY OF BOLTON
BUSINESS & CREATIVE TECHNOLOGIES
BUSINESS PATHWAY BY DISTANCE LEARNING
MALAYSIA - I-SYSTEMS (INTAKE 4)
SEMESTER 1 EXAMINATION 2009//2010
MARKETING MANAGEMENT
MODULE: MKT3001

Date: Saturday 12th December 2009

Time: Morning

Duration: 2 hours

INSTRUCTIONS TO CANDIDATES:

Attempt Section A and any **TWO** questions from Section B.

Section A is worth 40 marks and each question from Section B is worth 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. What is a strategic planning gap? Outline and critically evaluate the approaches available for strategic business units attempting to eliminate this gap.

(40 marks)

Section B – Answer TWO questions from this section

2. Outline and appraise the factors in setting the communications mix and the methods in arriving at the communications budget.

(30 marks)

3. Outline and critically appraise the strategies available to a market leader wishing to maintain its competitive posture.

(30 marks)

4. Critically discuss the key dimensions a marketing manager might use to segment a consumer market.

(30 marks)

5. Outline and critically explain the key psychological processes that influence consumer responses to marketing stimuli.

(30 marks)

6. Outline and critically evaluate the ways an organisation may differentiate their product to achieve a sustainable competitive advantage.

(30 marks)

END OF QUESTIONS