

**UNIVERSITY OF BOLTON**  
**SCHOOL OF BUSINESS AND CREATIVE**  
**TECHNOLOGIES**  
**RAS AL KHAIMAH CAMPUS**  
**BUSINESS MANAGEMENT PATHWAY**  
**SEMESTER 2 EXAMINATIONS 2009/2010**  
**MARKETING MANAGEMENT**  
**MODULE NO: MKT3001 RAK**

Date: Wednesday 2<sup>nd</sup> June 2010

Time: 13:00 – 16:00

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**INSTRUCTIONS TO CANDIDATES:**

There are SIX questions on this paper.

Answer THREE questions.

Section A question is COMPULSORY.

Section B – answer ANY TWO questions.

Section A carries 40 marks and Section B carries 60 marks.

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 21<sup>st</sup> century.

**TOTAL 40 MARKS**

**Section B – Answer ANY TWO questions**

2. Identify and explain the distinguishing characteristics of services and illustrate how service providers can “tangibilise the intangible”.  
**(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 explain the choices available to a company aiming to enter overseas markets.  
**(30 marks)**
6. Outline and appraise the factors in setting the communications mix and the methods in arriving at the communications budget.  
**(30 marks)**

**END OF QUESTIONS**