

**UNIVERSITY OF BOLTON**

**SCHOOL OF BUSINESS AND CREATIVE  
TECHNOLOGIES**

**BA BUSINESS ADMINISTRATION PATHWAY**

**VIETNAM**

**SEMESTER 2 EXAMINATIONS 2009/2010**

**MARKETING MANAGEMENT**

**MODULE NO: MKT3001**

Date: 31<sup>st</sup> May 2010

Time: 2 HOURS

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**INSTRUCTIONS TO CANDIDATES:**

There are **TWO** sections to this paper.

Section A is **COMPULSORY**.

Section B – Answer **ANY TWO** questions.

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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School of Business and Creative Technologies  
BA Business Administration  
Vietnam  
Semester 2 Examinations 2009/2010  
Marketing Management  
Module No. MKT3001

**Section A is COMPULSORY.**

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.  
(40 marks)

**TOTAL 40 MARKS**

**Section B – Answer ANY TWO questions.**

2. Outline and appraise the factors in setting the promotions mix and the methods in arriving at the communications budget.  
(30 marks)
3. Outline and critically evaluate the strategies available to a market challenger wishing to become a market leader.  
(30 marks)
4. Outline and explain the choices available to a company aiming to enter overseas markets.  
(30 marks)
5. Outline the reasons why direct marketing has risen in popularity and explain the role it can play in both creating and retaining customers.  
(30 marks)
6. Illustrate and explain the strategic planning gap and critically evaluate the approaches available for strategic business units (SBU) wishing to fill this gap.  
(30 marks)

**TOTAL 60 MARKS**

**END OF QUESTIONS**