

UNIVERSITY OF BOLTON
RAS AL KHAIMAH CAMPUS
BUSINESS AND CREATIVE TECHNOLOGIES
BUSINESS MANAGEMENT PATHWAY
SEMESTER 1 EXAMINATIONS 2010/11
MARKETING MANAGEMENT
MODULE NO: MKT3001

Date: Thursday 20 January 2011

Time: 6:00pm – 8:00pm

INSTRUCTIONS TO CANDIDATES:

Answer any TWO questions from the list provided.

Each question is worth 50 marks.

This examination accounts for 50% of the final grade in this module.

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Answer **TWO** questions from the following:

1. How can consumer markets be segmented? Critically evaluate the value of market segmentation for Marketing managers and planners.
(50 marks)

2. Critically analyse the usefulness of competitive strategies for market challengers, followers and nichers.
(50 marks)

3. Celebrity branding can add value to a brand but can also damage the brand. Critically evaluate this issue.
(50 marks)

4. Critically discuss the role of Customer Relationship Management (CRM) in developing customer loyalty.
(50 marks)

END OF QUESTIONS

Please turn the page for Assessment Criteria

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ASSESSMENT CRITERIA

The following is an indication of the types of scripts that would fall within each of the mark bands

70+%

A script that shows a high level of insight into marketing concepts and applications. Logical analysis will be presented in a lucid and cogent manner. There will be evidence of wide ranging reading which, where appropriate, will be used to support arguments.

60-69%

A script that shows a good understanding of marketing concepts and applications. Well-constructed argument will address the major themes raised. There will be evidence of wide reading which, where appropriate, will be used to support arguments.

50-59%

A script which is sound and competent in both approach and content showing evidence of broad reading. The answer may lack balance and may fail to address some of the major issues raised or may fail to develop arguments at times. Becoming more descriptive and less analytical.

40-49%

A script that is largely descriptive showing a more limited awareness of marketing concepts and applications with evidence of more limited reading. Such analysis as exists may at times, be supported by inappropriate references. Technically the text may need improvement.

30-39%

A script that shows some factual knowledge but contains a number of errors and omissions. Little evidence of additional reading. Primarily descriptive with few attempts at analysis or argument. Technical faults may impede understanding at times.

0-29%

A script that in which little knowledge or understanding is demonstrated and there are many errors or (more commonly) omissions. No attempt at analysis. Reading is shown to be very limited. The answer may be largely irrelevant to the question posed. Technical faults may impede understanding.

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