

**UNIVERSITY OF BOLTON**  
**SCHOOL OF BUSINESS AND CREATIVE**  
**TECHNOLOGIES**

**BoltOnline**

**BUSINESS MANAGEMENT PATHWAY**

**SEMESTER 2 EXAMINATIONS 2010/11**

**MARKETING MANAGEMENT**

**MODULE NO: MKT3001**

Date: 23<sup>rd</sup> September 2011

Time: 1:00pm to 3:00pm

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**INSTRUCTIONS TO CANDIDATES:**

Answer any TWO questions from the list provided.

Each question is worth 50 marks.

This examination counts for 50% of the final grade for this module

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University of Bolton  
Business and Creative Technologies  
Business Management Pathway  
Semester 3 Examinations 2010/11  
Marketing Management  
Module No. MKT 3001 BoltOnline

**Answer TWO questions from the following:**

1. Critically assess the role a marketing manager may play in influencing corporate social responsibility. Give examples.  
**(50 marks)**
  
2. Discuss the risk factors of entering international markets. Critically assess what marketing managers can do to minimise these risks.  
**(50 marks)**
  
3. Critically evaluate the role of SWOT analysis as a tool of Marketing Strategy.  
**(50 marks)**
  
4. Critically evaluate the role and function of brands to companies AND the consumers.  
**(50 marks)**

**END OF QUESTIONS**