

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS & CREATIVE
TECHNOLOGIES**

**BA (Hons) BUSINESS ADMINISTRATION
BY DISTANCE LEARNING**

VIETNAM BANKING UNIVERSITY (INTAKE 5)

SEMESTER 1 EXAMINATIONS 2011/12

MARKETING MANAGEMENT

MODULE NO: MKT3001

Date: Friday 7th October 2011

Time: 2 Hours

INSTRUCTIONS TO CANDIDATES:

Attempt **Section A** and **ONE** question from **Section B**.

Each question is worth 50 marks.

No books or materials may be referred to in the examination.

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

Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression

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Section A (Compulsory)

1. Evaluate the strategic planning gap and outline and appraise the options available for businesses wishing to reduce this gap.

(50 marks)

Section B – Answer ONE question from this section

2. Develop the distinctive characteristics of services and justify how service providers can 'manage the evidence' to 'tangibilise the intangible'.

(50 marks)

3. Evaluate and critically appraise the actions available to the market leader wishing to maintain its competitive posture.

(50 marks)

4. Critically discuss the key variables a researcher may apply to segment a consumer market.

(50 marks)

5. Compile the appropriate strategies for each stage of the product life cycle and critically comment on the value of this concept for marketers.

(50 marks)

6. Compile and organise the dimensions a company may use to differentiate its market offering and compose your answer with examples.

(50 marks)

END OF QUESTIONS