



## Graduateship in Marketing - Stage 4

### MARKETING PLANNING AND MANAGEMENT

**THURSDAY, 24<sup>TH</sup> AUGUST 2000. TIME: 9.30 am - 12.30 pm**

Please attempt **FOUR** questions. Question 1 in Section A and **THREE** questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **THREE** questions in your Answer Book).

SECTION A carries 40% of the marks.

SECTION B carries 60% of the marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

#### **SECTION A (40%)**

**1. Case: Irish Biscuits Ltd.**

- (a) Identify and analyse the key success factors facing Irish Biscuits Ltd.
- (b) Analyse fully the market for biscuits in Ireland.
- (c) How would you advise the marketing team in Irish Biscuits Ltd. in relation to product diversification?

#### **SECTION B (60%)**

2. From a marketing point of view, identify and discuss the salient features of a firm's micro business system, illustrating your answer with reference to a company of your choice.
3. Analyse fully the pricing implications of a cost leadership strategy.

**P.T.O.**

4. Explain how, in cases where the market or industry appears unattractive or even hostile, it remains possible for the determined firm to exploit its competences in a superior and profitable way.
5. The greatest impact of 'e-business' on marketing is in the area of marketing communications.  
Discuss.
6. Analyse fully why, in the context of a business system, the emergence of branding in a market usually coincides with its transition from a commodity to a non-commodity status.