

EXAMPLE ANSWERS FOR MARKETING MANAGEMENT EXAM PAPER

Exam 19 September , questions and answers. Course: Marketing Management. Chapter 1: Defining Marketing for the 21st Century.

The product is being nicely promoted by the use of traditional and digital media. Critically appraise the value of Boston Consulting Group Share-Growth Matrix to strategic marketing planning and describe the practical limitations associated with this model. Organizational buyers are subject to many influences when they make their buying decisions. As a newly-appointed Marketing Manager, explain the following marketing topics to your staff: a Selective distribution b Intensive distribution c Exclusive distribution March Q3 5. There is enormous accountability for marketing managers to ensure that the marketing operation is efficient and cost-effective and to show how marketing spend translates into growth and profitability for the company. Explain the following marketing terms to a group of marketing students: a Integrated marketing Ch-1 b Relationship marketing Ch-1 c Performance marketing March Q4 6. Critically appraise and make recommendations on THREE methods of entering overseas markets widely used by marketing organizations. Additionally there is the pressure to keep up with technology and how to use it optimally for marketing activity. You have been asked to explain the following research methods to a group of marketing students. Summarise the contributions that Public Relations campaigns can make to the marketing of products and services in highly competitive markets. The question is common in the marketing interview. Prepare a report describing the main influences on consumer buying behavior and provide examples to support your explanations. Explain the importance of advertising campaigns within the promotional mix and provide examples to support your recommendations. Answer : In your marketing manager interview answer show how cultural factors, social factors, personal and psychological factors all impact on consumer behavior. Highlight the reasons for the growth in popularity and explain the key elements of a distribution system. Satisfaction of consumer needs and wants is the focal point of the marketing philosophy and the customer is considered to be king. Your company has decided to introduce some of its products to international markets and you have been asked to prepare a report highlighting the advantages and limitations of TWO methods of entry that can be considered. Answer : The marketing brief can be viewed as a planning tool for designing and implementing a marketing program or project. Explain the importance of developing new products and describe the approach to be used for the development of a new product. Writing a brief is about clarifying the outcomes of the campaign or project and providing focus on what needs to be achieved. Highlight how this has resulted in both satisfied customers and increased sales which is what this position is looking for. Answer : This is one of the crucial things to do before you appear for the interview. What is your understanding of the term brand equity? Answer in a positive manner as someone who is able to take these sort of problems in their stride and constructively improve on them.