Summer Examinations 2015

MKT301015N

Module Title: Marketing Management
Level: Six
Time Allowed: Two hours

Instructions to students:
- Enter your student number not your name on all answer books.
- Answer three out of five questions
- All questions are equally weighted
- Only work recorded in the answer book will be assessed.
- Neither books nor notes may be taken into the examination
- Erasmus/overseas students are permitted to take a bilingual dictionary into the examination room but will not be permitted any extra time

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Answer three out of five questions

**Question 1**

Piercy (2009) refers to “the devastating brand illusion”.

Explore the proposition that the conventional approach to strategic brand management must change to avoid this illusion.

**Question 2**

The concept of the value chain developed by Porter (1985) relates operational performance to financial results.

Critically evaluate Porter’s value chain and propose an alternative model to relate marketing management to the financial performance of a company.

**Question 3**

Piercy (2009) focuses on “the process of going to market”, rather than “marketing”.

Explain what he means by reference to the major elements of the process by which he re-assesses the role and responsibilities of marketing.

**Question 4**

Piercy (2009) contends that a “revolution” in many markets demands radical response – “renewal” or “reinvention”.

Assess the nature of revolution in markets.

Explain and critically evaluate the renewal/reinvention strategies that Piercy proposes.
Question 5

Identify the factors, internal and external, which a company should accommodate in decisions on price-setting and management.

Propose a model to reconcile these factors.