Summer Examinations 2016

MKT301016N

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 books will be assessed.
• Neither books nor notes may be taken into the examination.

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Answer three out of five questions.

1. Critically assess the difference between customer satisfaction and loyalty. Discuss the implications for marketing managers and propose strategies that can be used to manage issues around customer satisfaction and loyalty.

2. Piercy (2009) claims that traditional marketing approaches are ill-equipped to cope with the modern business environment. He claims that “new marketing” is required. Use examples to explain what he means by this.

3. Piercy (2009) supports the idea of “market sensing.” Critically evaluate what he means by this and use examples to demonstrate the advantages that it may bring over traditional market research.

4. Many marketing strategies are seriously undermined and diminished because they are poorly implemented. Explain the main reasons why this is common and strategies marketing executives can use to overcome the challenges of poor implementation.

5. The successful management of strategic relationships and networks seems an essential component of building and delivering an effective “value proposition.” Identify those critical relationships and networks and use examples to show how their successful management can deliver an effective value proposition.

End of Paper