Examination Period 3: 2016/17

MKT301017N

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.

No. of Pages | 2
No. of Questions | 5
Answer **three** out of **five** questions.

1. Doyle (2000) believes that creating and delivering customer value is the route to growing shareholder value. Explain and evaluate the concept of a “value based marketing strategy.” Use examples to show how different organisations have delivered a successful value proposition.

2. Piercy (2009) claims that the sophisticated consumer is no longer loyal. Critically evaluate what he means by this. Propose strategies that organisations can use to manage issues around loyalty and satisfaction.

3. Traditional approaches to market research appear to be less effective in providing organisations with actionable intelligence and insight (Piercy 2009). Critically evaluate this view and propose alternative approaches to gaining the timely and accurate insight organisations require.

4. The ability for marketing management to build strong relationships across the organisation (cross-functionally) is an important aspect of organisational success. Using examples, critically evaluate the validity of this statement.

5. Making organisational change happen is perhaps one of the biggest challenges facing management. Explain the role played by internal marketing in facilitating the above and critically assess the contribution that internal marketing can make to aid the successful implementation of marketing initiatives.

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End of Paper

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