

**Ollscoil na hÉireann, Gaillimh**  
**National University of Ireland, Galway.**

**SEMESTER 2 EXAMINATION, 2002/2003**

Exam Code(s): 3BC1, 3CL1, 4BC2, 4BC3, 4BC4, 4BC5, 10A, 1EM.

Exam(s): Third Year B.Comm. Degree.

Mode Code(s): MK 305  
Module(s): MARKETING MANAGEMENT

Paper No.: 1.  
Repeat Paper: \_\_\_\_\_ Special Paper: \_\_\_\_\_

External Examiner(s): Professor Roger Mason  
Internal Examiner(s): Dr. Aidan Daly  
Ms. Ann M. Torres

**Instructions:** Please answer three questions.  
Each section will carry equal marks.

Duration: Two hours.  
No. of Answer Books:

**Requirements:**  
Handout  
MCQ  
Statistical Tables  
Graph Paper  
Log Graph Paper  
Other Material

No. of Pages: 2 including cover page.  
Department(s): Marketing

## **MK 305 MARKETING MANAGEMENT [PAPER 1]**

1. Model and briefly explain Porter's Five Forces and Ohmae's Strategic Triangle. Explain how these models contribute to an understanding of market position and competitive advantage.
2. Explain why market share is considered an important measure of a company's marketing performance. Discuss why Buzzel and Gale believe PIMS, relative to other frameworks, offers advantages in understanding market share.
3. Discuss Fuller and Goodwin's concept of bonding and how it is relevant to pricing. How may economic models add to a fuller understanding of pricing in marketing?
4. Model and briefly explain the BCG Growth/Share matrix. Discuss to what extent portfolio analysis may be applied to international markets.
5. Explain how positioning differs from image. Explain each of Aaker's six approaches to segmentation, incorporating examples in your answer.