

GX 2029

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.: 2.

Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason

Internal Examiner(s): Dr. Aidan Daly

Mr. Declan Fleming

Instructions:

All questions must be answered.
Each section will carry equal marks.

Duration:

Three hours.

No. of Answer Books:

Requirements:

Handout

Case Study.

MCQ

Statistical Tables

Graph Paper

Log Graph Paper

Other Material

No. of Pages:

Two including cover page & excluding case study.

Department(s):

Marketing

MK 305 MARKETING MANAGEMENT [PAPER 2]

CASE STUDY: BLACK & DECKER CORPORATION SERIES

1. What is the cause of B & D's 9% share vs. Makita's 50%?
[25%]
2. How does the buying behaviour of the tradesman impact the situation?
[25%]
3. What is Makita's competitive strategy and what role does Milwaukee (the number two brand in the segment) play?
[25%]
4. Which action alternative should B & D pursue?
[25%]