

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

SEMESTER 2 EXAMINATION, 2002/2003

Exam Code(s): **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 10A, 1EM.**
Exam(s): **Third Year B.Comm. Degree.**

Mode Code(s): **MK 307**
Module(s): **SEMINAR IN MARKETING ISSUES**

Paper No.: **1.**
Repeat Paper: **_____ Special Paper: _____**

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**
Ms. Ann M. Torres
Ms. Maura O'Connell

Instructions: Exam comprises of Section A & Section B.
In each section, please answer **one compulsory short answer question and one essay question**; giving a total of four questions answered.
Each section carries equal marks.
Please use a separate answer book for each section.

Duration: **Two hours.**
No. of Answer Books: **2**

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

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

MK 307 – SEMINAR IN MARKETING ISSUES

SECTION A – ETHICS

COMPULSORY QUESTION

1. Schlegelmilch (1998) outlines five theoretical approaches to ethics. List and briefly describe each. (20 marks)

PLEASE ANSWER EITHER QUESTION 2 OR 3

2. Discuss the ethical considerations that typically relate to product policy, incorporating examples in your answer. (30 marks)
3. Amine (1996) discusses the need for encouraging managers to become "moral champions" as a way to address future ethical challenges. What are the arguments for and against moral champions? (30 marks)

SECTION B – ENTREPRENEURIAL MARKETING

COMPULSORY QUESTION

4. Examine how the role of marketing changes as firms go through the stages of growth from existence to maturity. (20 marks)

PLEASE ANSWER EITHER QUESTION 5 OR 6

5. It is widely accepted that SME's have characteristics different from larger companies.

Outline these differences, describing how they impact on the marketing function of SME's. (30 marks)
6. Describe the key marketing management competencies required for effective performance and show how these competencies might be developed in the SME environment. (30 marks)