

GX 1928

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

**SEMESTER 2 EXAMINATION, 2003/2004**

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**  
**Ms. Maria Donnellan**

**Instructions:** **All questions must be answered.**

Duration: **Three hours.**  
No. of Answer Books: **Two including cover page.**

**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: SKISAILER**

1. Analyse the strategy used to introduce Skisailer.  
[40%]
2. Assess the current situation, review alternative strategies open to Minstral and make your recommendations.

Please support your analysis and recommendations with factual and financial data where possible.

[60%]