

GX 1929

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

SEMESTER 2 EXAMINATION, 2003/2004

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. Elaine Wallace

Instructions: Exam comprises of Section A & Section B.
One question must be answered from **each** section,
plus please answer **one** other question (taken from
either section); giving a total of three questions
answered.
Each question carries equal marks.
Please use a separate answer book for each section.

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

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 – BRANDING

1. Describe the core elements of a brand, using a brand of your choice to illustrate your answer.
2. Identify and discuss the components of brand equity.
3. Discuss the challenges faced by marketing managers when building brands in the services sector, with specific reference to the nature of services.

SECTION B – ETHICS

4. Compare and contrast the ethical perspectives discussed in Schlegelmich (1998). Which approach do you believe is most appropriate for a business context? Provide examples to illustrate your answer.
5. With respect to pricing policies, what kind of firm activities/behaviour may be considered unethical? Give examples to support your decision.
6. What kinds of future ethical challenges are firms likely to face? Discuss what firms can do in preparation to meeting these issues.