

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

SEMESTER 2 EXAMINATION, 2004/2005

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: **Two including cover page.**

Requirements:

Handout

MCQ

Statistical Tables

Graph Paper

Log Graph Paper

Other Material

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

MARKETING MANAGEMENT [MK 305] - PAPER 1

1. Explain the concept of 'marketing myopia'. Summarise the key arguments presented in Levitt's seminal article. Provide a current example of a firm or industry, which may be in peril of myopic behaviour.
2. Model and explain how McGahan's (2004) four trajectories of industrial change may facilitate strategy formulation. Include examples in your discussion.
3. Using a product and industry of your choice, explain Chakravorti's (2004) suggestions for introducing innovations to networked markets.
4. According to Bohn (2000), what are the symptoms and costs of fire fighting? Outline how organisations may address chronic fire fighting. Use examples to illustrate your discussion.
5. Outline Fisher's (1997) main arguments as to how firms may improve their supply chain management. Using Fisher's recommendations, select a firm and discuss how their supply may be improved.