

GX 1028

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.: **2.**
Repeat Paper: _____ Special Paper: _____

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**
Mr. Declan Fleming

Instructions: Please answer **all four** questions.

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**

MARKETING MANAGEMENT [MK 305] PAPER 2

Please answer **all four** questions.

CASE STUDY: FRIGIDAIRE COMPANY

1. Which customers should Frigidaire target for the front-loading washing machine and why? What are the characteristics of these customers? How do their needs match the product offering?
2. How should Frigidaire persuade customers to adopt the front-loading washer? What retail price should Frigidaire set for the front loading washer?
3. Who are Frigidaire's major competitors and what competitive threats, if any, do they pose to the introduction of the front-loading washer?
4. What strategic options does Frigidaire have with respect to improving sales of the front-loader?