

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

**SEMESTER 2 EXAMINATION, 2004/2005**

Exam Code(s):                   **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 1OA, 1EM, 2BC1, 2BC2, 2BC3, 2BC4, 2BC5, 3CL1, 4BI1, 4CL2, 1DB1.**

Exam(s):                         **Third Year B.Comm. Degree & Second 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. Joan Feeney

**Instructions:**               Exam comprises of Section A & Section B.  
**Two** questions must be answered from **each** section, giving a **total of four** questions answered.  
Each question 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

## **SEMINAR IN MARKETING ISSUES [MK 307]**

### **SECTION A – Electronic Marketing**

**(PLEASE ANSWER TWO QUESTIONS FROM THIS SECTION)**

1. Define 'electronic marketing'. Discuss whether the internet should be considered as another channel or as a business model.
2. With respect to pricing, discuss how the internet has changed the way in which firms price their products and services. Give examples to support your discussion.
3. Using an example, discuss how electronic marketing may facilitate customer relationship management (CRM).

### **SECTION B – Branding**

**(PLEASE ANSWER TWO QUESTIONS FROM THIS SECTION)**

4. Discuss the contention that the concept of points of parity and points of difference can be invaluable tools to guide positioning.
5. Select the packaging of any supermarket product. Assess its contribution to brand equity. Justify your decisions.
6. Marketing communications programmes must be designed and executed carefully if they are to have the desired effects on consumers. Discuss the advantages and disadvantages of any three of the following: media advertising, trade promotions, consumer promotions, personal selling.