

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

**SEMESTER 2 EXAMINATION, 2004/2005**

Exam Code(s): **1AB1**  
 Exam(s): **Master of Business Studies Degree**

Mode Code(s): **MK 501**  
 Module(s): **STRATEGIC MARKETING**

Paper No.: **2.**  
 Repeat Paper: \_\_\_\_\_ Special Paper: \_\_\_\_\_

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

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

Duration: **Three & a half hours.**  
 No. of Answer Books: **Two including cover page & excluding case study.**

**Requirements:**

Handout **Case study.**  
 MCQ  
 Statistical Tables  
 Graph Paper  
 Log Graph Paper  
 Other Material

No. of Pages:  
 Department(s): **Marketing**

## **STRATEGIC MARKETING [MK 501] – PAPER 2**

Please answer **all four** questions.

### **CASE STUDY: SWATCH**

1. Analyse the current structure of the industry in which Swatch is active. What strategic groups can be identified? Briefly describe their respective competitive strategy. [20%]
2. Discuss the strength and weaknesses of Swatch's strategy response, as you see it, to the apparent threat which the Swiss watch industry had to face when it was attacked by Japanese and Hong Kong low price competitors. [20%]
3. Which drivers of industry development can be identified? How do these drivers impact the current industry structure? What changes in industry development can be expected in the future? [20%]
4. What are the strategic options for Swatch? What do you think Swatch should do? [40%]