

**OLLSCOIL na hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

**SEMESTER 2 EXAMINATIONS 1998/99
B. COMM. DEGREE EXAMINATION**

**MARKETING MANAGEMENT
(PAPER 1)**

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- **Select three questions.**
 - **All questions carry equal weight.**
 - **Time Allowed: two hours; two and a half for visiting students.**
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1. How may a company preserve its core values while stimulating progress towards a future goal? Furthermore, how may it be possible for a firm to be its own best competitor?
2. What may be the best way to turn a product-life threatening recall situation into an opportunity? Give examples of firms who have successfully achieved this and discuss the lessons that may be valuable to firms which may experience a product recall.
3. "The arrival of a sophisticated, marketing-literate consumer has made the role of advertisers much more complex." (O'Donoghue) Discuss this quote, using suitable examples to support your arguments.
4. By embracing the concept of "adaptive channels," many companies have realised that by sharing their resources and capabilities in novel ways and in new situations, they can take advantage of profit-making opportunities that they could not exploit alone. Discuss.
5. The answer to developing a good strategy lies in managers' understanding of two points: the benefit of having a well articulated purpose; and the importance of discovering, understanding and exploiting insights about how to create more value than other companies. Discuss.