

OLLSCOILE NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SEMESTER 2 EXAMINATION 1999/2000

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

STRATEGIC MARKETING
(Paper 1)
[MK 501]

Professor James Lynch;
Dr. Christine Domegan;
Mr. Declan Doyle.

Time allowed: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. "Strategy development requires systematic and structured information gathering, a willingness to consider new directions, managerial insight and an ability to think strategically." (Aaker)
Discuss.
2. What is the objective of external analysis? Elaborate on the concepts and tools useful in conducting an external analysis. What would you say would be the most useful construct or method in an external analysis? Why?
3. The key to leveraging a company's core competencies into long term competitive advantage is concentrating more effort and talent than rivals on deepening and strengthening these competencies. Elaborate on the concept of core competencies in light of the above statement.
4. Discuss the advantages of a customising, rather than a standardising marketing programme in the context of a global strategy.
5. Describe the distinctions between strategic vision, strategic stubbornness, and strategic intent.