

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

SEMESTER 2 EXAMINATION 1999/00

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

STRATEGIC MARKETING
(Paper 2)
[MK 501]

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

Time allowed: three hours.
Non-English Speaking Students: three & a half hours.

Please answer both questions.

All questions carry equal marks.

CASE: PHILIPS ELECTRONICS

1. Develop a global marketing and branding strategy for Philips Electronics. Justify your recommendations.
2. Given the special problems in the U.K. , analyse the issues this particular market faces and outline key steps that should be taken in order to address them.