

ENGINEERING TRIPOS PART IIA

Friday 2 May 2003 2.30 to 4.00

Module 3E2

MARKETING

Answer not more than two questions.

All questions carry the same number of marks.

*The **approximate** percentage of marks allocated to each part of a question is indicated in the right margin.*

You may not start to read the questions printed on the subsequent pages of this question paper until instructed that you may do so by the Invigilator

(TURN OVER

1 (a) Members within conventional marketing channels (suppliers, buyers, and intermediaries) often have conflicting objectives. How can a vertical marketing system be used to overcome these conflicting objectives? [50%]

(b) Discuss some of the more important factors you would consider in making a choice about the most appropriate channel design. [50%]

2 (a) Discuss the factors that lead to faster consumer adoption of a product innovation. [40%]

(b) Explain how the management of price, the distribution channel, and marketing communications can contribute to faster consumer adoption of innovation. [60%]

3 (a) How do consumers evaluate service quality and what tools does the service marketer have to influence quality perceptions? [60%]

(b) Is it reasonable to suggest that consumers will change the way they evaluate service quality over the product life cycle? Explain. [40%]

4 (a) With reference to the consumer decision-making processes, explain how marketers can employ different communications *tools* (e.g. advertising, sales promotion, personal selling) and different communication *content* (e.g. what is said in the message) to best effect. [60%]

(b) How is this likely to change as the product life cycle progresses from introduction to maturity? [40%]

END OF PAPER