

ENGINEERING TRIPOS PART IIA

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Friday 5 May 2006 2.30 to 4

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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.*

*There are no attachments.*

STATIONERY REQUIREMENTS

Single-sided script paper

SPECIAL REQUIREMENTS

None

**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**

- 1 (a) The Consumer Adoption Curve and the Product Life Cycle models are powerful marketing concepts. Explain the models, their advantages and limitations, and the links between them. [50 %]
- (b) Explain how an organisation's promotion and pricing strategies may change over the life of a product. [50 %]
- 2 (a) Discuss the concept of superior perceived customer value. [45 %]
- (b) Explain the implications of this concept for an organisation wishing to manage the distribution and product (including branding) elements of the marketing mix. [55 %]
- 3 (a) Discuss the consumer behaviour processes involved in the purchase of a new laptop computer for yourself. Consider the entire decision making process. [50 %]
- (b) What are the key implications of this process for a laptop manufacturer wishing to develop a marketing mix for their product? [50 %]
- 4 (a) Businesses are increasingly using loyalty programmes as a competitive weapon. Discuss why this is occurring and critically appraise the use of loyalty programmes. [60%]
- (b) Explain why some groups of consumers may be more appropriate than others as targets for relationship marketing. [40%]

**END OF PAPER**