

ENGINEERING TRIPOS PART IIA

Friday 4 May 2007 2.30 to 4

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) Evidence suggests that today's top companies are market oriented. What does a "market orientation" involve? [50%]
- (b) What are the key outcomes of being market oriented for an organisation? [50 %]
- 2 (a) Promotion is one of the 4 Ps of the marketing mix. Explain the key elements of promotion that a company should consider in developing its communication strategy. [45 %]
- (b) Discuss how promotion can create and sustain shareholder value. [55 %]
- 3 (a) Why are brands important? In your answer, focus primarily on how brands create customer value, by reference to the customer value concept and the consumer behaviour model. [100 %]
- 4 (a) According to the value-based view of marketing, the broad objective of a business is to maximize shareholder value. To achieve this, clear guidelines are required, in the form of strategic objectives. Explain these objectives and the circumstances under which each might be most suitable. [60%]
- (b) Explain the concept of "strategic focus", using specific examples when possible, and discuss how a company's choice of strategic focus may be linked to its strategic objectives. [40%]

END OF PAPER