

ENGINEERING TRIPOS PART IIA

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Friday 2 May 2008 2.30 to 4.00

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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 The marketing manager for a UK-based company was recently quoted in the press as saying: "Loyalty programmes are always safe investments". Critically appraise this statement. [100 %]
- 2 (a) You have just been appointed Marketing Manager of a medium-size management consulting firm. You have been asked to make a presentation to all consultants about how to improve the firm's service delivery. Based on your knowledge of services marketing theory, what would you discuss in your presentation? [60%]
- (b) In later discussion, one of the firm's consultants asks about the importance of brands in the consultancy industry, and whether developing the firm's brand could help the business. How would you answer the consultant's question? [40%]
- 3 (a) Define Value-Based Marketing. What does it involve in practice, and why was it advocated? [75%]
- (b) Do you think that the concept of value-based marketing is consistent with the more traditional view of marketing based on the Marketing Concept? Why or why not? [25%]
- 4 TekBook is a new bookshop in Cambridge, offering a selection of academic, specialist and technical books from one central city location. TekBook's target market consists primarily of Cambridge University students. The owners of TekBook want you to help them with the marketing strategy, and have asked you to deal with the following questions:
- (a) What are the consumer behaviour processes involved in the purchase of TekBook's products? Make sure you consider the entire consumer behaviour model. [40%]
- (b) Based on your discussion of the target market's consumer behaviour, what marketing mix (product, place, promotion and price) would you recommend for the bookshop and why? [60%]

**END OF PAPER**