ENGINEERING TRIPOS PART IIA

Friday 1 May 2009 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) To create shareholder value, organisations need to choose and implement a Strategic Objective. What Strategic Objectives are available to businesses and how should they be selected?   [45 %]

   (b) Once a Strategic Objective has been selected, firms need to implement a specific Strategic Focus. What alternative forms of Strategic Focus are available to businesses? How are they selected?   [10 %]

   (c) To implement a chosen Strategic Focus, certain marketing tasks and tactics are required. Discuss some of these using examples.   [45 %]

2 You have just been appointed Marketing Manager of a small but fast-growing Cambridge-based engineering firm. You have been asked to make a presentation to all employees about the importance of adopting a market orientation. What would you discuss in your presentation? Ensure that it includes a discussion of the beneficial outcomes of being market oriented, and what could be done to foster a market orientation within the firm.   [100 %]

3 (a) The Consumer Adoption Curve and the Product Life Cycle models are powerful marketing concepts. Explain the models, their usefulness, and their limitations.   [70 %]

   (b) In your view, should an organisation's pricing and promotion strategies change according to the stage of the Product Life Cycle? If so, how?   [30%]

4   (a)   Brands can be important in creating superior perceived customer value. How do they do it?   [50%]

     (b)   Brands can also be instrumental in generating financial value for the organisation. Explain how this works.   [50%]

END OF PAPER