

UNIVERSITY OF LONDON

Joint Honours, Modular and Intercalated BSc Examinations 2005

B.Sc., B.Eng. and M.Eng. Examinations 2005

For internal Students of Imperial College of Science Technology and Medicine.
This paper also forms part of the examination for the Associateship.

MARKETING

(BS0611)

Wednesday 12th January 2005; 10:00 – 12:00

CLOSED BOOK

Instructions

Answer any **TWO** questions from a choice of five.

Question 1

In what ways is the use of the 'marketing mix' influenced by the position of a product within its life cycle?

Question 2

How may a company formulate its pricing policy for fast moving consumer goods? Are there any circumstances where a company should initiate a price war?

Question 3

Outline the ways in which international expansion may prolong the life of an established product. Illustrate with examples from European countries in the past 5 years.

Question 4

Multi Channel retailing expands the 'places' in which a company may market its product or service range. Explain the benefits and dangers of such an approach to increasing market share.

Question 5

What are the key differences between 'product' and 'service' marketing? What additional elements must be considered by a 'services' based marketing company?