

**INTRODUCTORY  
MARKETING  
MODEL EXAM 2011**



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**SAMPLE ONLY**

***Sources used***

- PHILIP KOTLER, L. B., STEWARD ADAM, SUZAN BURTON, GARY ARMSTRONG 2007. *MARKETING*, Pearson Education Australia.

**SAMPLE ONLY**

## **Format of Model Exam**

Two Parts of Questions:

### **Part A: Case Study.**

In this part, we collaborate various topic to be tested in a real scenario.

### **Tips on how to study for Part A**

Read the exam case several times.

Using your experience, think about the kinds of questions that could be asked from the various topics i.e. How could the theory from each topic be applied to the case?

### **Part B: 15 Short Essay Questions**

In this part, you will be asked questions that relate to a specific topic.

Elaborating on your answers with relevant theories and examples.

## PART A

### **Case Study: Xbox 360 marketing strategy: Microsoft set to overtake Sony?**

Following Microsoft's comments that it expects Xbox 360 manufacturing costs to diminish annually, analysts are speculating that Microsoft's long term price strategy may include a retail price reduction in an attempt to gain a greater share of the console market currently dominated by Sony's Playstation 2.

Although Microsoft may consider cutting the price of the Xbox 360 system in the future, it is unlikely that gamers will benefit from drastic price cuts as seen after the original Xbox's European debut. Xbox 1's price was slashed by £100 six weeks after launch in Europe due to much lower than expected sales.....

**Task: Analyse How Microsoft X-BOX develops its Marketing Strategy by using Strategy Tools.**

## PART B

### **Question 1**

Explain the societal marketing concept and give an example of an organisation that seems to put into practice of it.....



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