



MARKETING

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
“I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged”.

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. As a marketing consultant, you are required by a company to write a report on market segmentation. In your report explain what is meant by market segmentation demonstrating an understanding of the following underpinning concepts and ideas.
- Segmentation by demography
 - Segmentation by benefits
 - Product usage segmentation

(Word limit 750)

[25 marks]

2. Marketers can benefit from using intermediaries to distribute their products rather than making use of direct selling. Discuss the use of intermediaries in marketing giving a detailed account.

(Word limit 750)

[25 marks]

3. As an advertising consultant for an agency, you are required to give a verbal presentation to a prospective client entitled 'Benefits of using an agency'. Prepare the speech you would give as part of the presentation in which you explain the benefits to the company of using an advertising agency to run its advertising campaign using the following methods.
- Outdoor advertising
 - Cinema advertising

(Word limit 750)

[25 marks]

4. Pricing is essential to the marketing mix. Explain the importance of pricing and the following approaches. In your response you must demonstrate an understanding of the underpinning concepts and ideas for each of the following.
- Competitor related pricing
 - Cost plus pricing
 - Perceived value pricing

(Word limit 750)

[25 marks]

END OF QUESTIONS