

DIPLOMA IN SHIPPING OPERATIONS AND MANAGEMENT

MARKETING FOR SHIPPING ORGANISATIONS

SAMPLE EXAMINATION PAPER

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| <ul style="list-style-type: none">a) Time allowed: Three hoursb) Attempt FIVE questions onlyc) All questions carry equal marks. |
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Q1. Explain the main influences on organisational buying behaviour and use examples to support your recommendations

Q2. You have been asked to explain the following terms to your marketing staff:

- a) Branding
- b) Public Relations
- c) Marketing mix.

What information would you include in your explanations?

Q3. Discuss the main influences on the prices of products or services in the Maritime industries

Q4. Highlight the advantages and limitations of three marketing research techniques that can be used to determine the overall effectiveness of the marketing operations of a shipping organisation

Q5. Explain the value of sales promotions to maritime products and services and provide examples to support your recommendations

Q6. Identify the stages of the Product Life Cycle and summarise the key marketing activities associated with each stage

Q7. Write notes on three of the following:

- (a) Advertising media
- (b) Overseas agents
- (c) Primary data
- (d) Secondary data



Q8. Discuss the main contents of a typical marketing plan and highlight the value of this document to the operations of shipping organisations