PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER ONE 2025/26

BUSINESS SCHOOL

MODULE: ABM7120 Marketing Management Strategy

Time allowed: 3 HOURS

60% of module mark

Answer the first question (50% of the mark) and then 2 of the following 4 questions (25% each of the mark).

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STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

1. Case Study

Costa coffee has a good following in the Next shop in Aber, next to McDonald's but are regretting moving from the main town as they are missing the passing footfall. However, with the rise in other coffee shops and the closure of Starbucks in town they are reviewing their strategic options. Their current customers tend to be those who shop in Next or who are driving past, and they would like to increase their footfall as well as carry on developing customer lifetime value for current customers.

For each quadrant in the Ansoff Matrix, give a potential strategy for Costa (20 marks) then take just one of the chosen strategies and complete the marketing mix for the strategy, (20 marks) ensuring good detail in all areas, especially promotion. Other appropriate frameworks should be utilised to enhance this area further (10 marks).

Answer 2 of the questions below.

1. Explain how the BCG matrix and Product Lifecycle models can be used together, using examples. Ensure that you explain which areas in each model work together to give a detailed understanding of products in a portfolio.
2. You are a marketing manager about to implement a short social media campaign. What would you use to help you manage the implementation and control of this campaign? Using examples show how this would be applied.
3. Peter Drucker famously said that "*The purpose of business is to create and keep a customer"*. Critically evaluate this quote using examples. Why do we want to keep customers for longer?
4. What is the meaning of the acronym SMART? (5 marks) Develop 4 marketing objectives written in SMART format for a company of your choice (10 marks) explaining why you have chosen these objectives for the company (10 marks).