

**CERTIFIED PROFESSIONAL MARKETER (ASIA-PACIFIC)
QUALIFYING EXAMINATIONS**

SEPTEMBER 2002

**SUBJECT : ASIA-PACIFIC MARKETING
MANAGEMENT**

DATE : 26 SEPTEMBER 2002 (THURSDAY)

TIME : 6.30 PM TO 9.30 PM

INSTRUCTIONS TO CANDIDATES

1. The duration for the examination is **THREE (3)** hours.
2. This examination consists of **TWO (2)** case studies that have been circulated to you previously without the questions.

**CASES: CHEIL JEDANG CORPORATION'S SEASONING (17 pages)
(60 marks)**

**ATLAS HONDA LTD : COMMUNICATIONS PLAN 1993
(21 pages) (40 marks)**

3. Candidates must answer **ALL** the questions.
4. **Please write your registration number on all examination materials handed in. Do not write your name.**
5. Total number of pages (including this page) : **3**

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ASIA PACIFIC MARKETING MANAGEMENT

Answer ALL the questions.

CASE : CHEIL JEDANG CORPORATION'S SEASONING

Question 1

Analyse and assess the seasoning market in Korea as well as consumer behaviour in this market. What key conclusions can you draw?

(30 marks)

Question 2

Comment on the strategy used by Cheil Jedang to launch and sustain its 'Dashida' natural seasoning product in the Korean seasoning market. How would you rate its strategy?

(30 marks)

CASE : ATLAS HONDA LTD : COMMUNICATION PLAN 1993

Question 3

What are your proposals for the Communication Plan 1993 for Honda motorcycles? State your recommendations, with rationale, for the following:

- a. Communication objectives
- b. Overall communication budget
- c. How the budget will be allocated to various components (example: advertising, dealer promotion, etc)
- d. Advertising message
- e. Advertising media to be used
- f. Sales promotion program

(40 marks)

*****END OF PAPER*****