



## Certificate in Marketing Skills

### MARKETING IN PRACTICE

TUESDAY, AUGUST 16, 2005. TIME: 2.00 pm - 4.00 pm

**Please attempt Section A and TWO questions from Section B.**

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

#### SECTION A (50%)

**(All questions carry equal marks)**

#### **1. Case Study: Tipperary Organic Foods Ltd.**

Hans Fischer, Managing Director of Tipperary Organic Foods Ltd., is a German national with a large organic meat farm in Tipperary. Currently he is distributing his produce via the supermarkets, which label and package his produce under their own respective brand names. He would like to explore the possibility of developing his own branded organic meat products. He is also willing to look at working in cooperation with other organic food growers, such as producers of organic dairy products, fruits and vegetables. He has employed a marketing specialist to advise him on the following questions.

You are required to answer **each** of the following questions.

- (i) What are the advantages and disadvantages of Mr Fischer developing his own branded products, given that his volume sales will continue to be via the supermarkets? The supermarkets have already informed him that they will only sell his products under their respective brand names.
- (ii) What marketing activities will Mr Fischer need to undertake to launch a new brand of organic produce?
- (iii) If other organic food producers agree to allow Mr Fischer to brand and market their produce, what impact will a wider product mix have on Mr Fischer's marketing mix?

**P.T.O.**

## **SECTION B**

**(Please attempt TWO questions. All questions carry equal marks.)**

2. The business environment in which any organisation operates presents both opportunities and threats. Using the PEST model, outline the environmental forces that affect your company, or a company with which you are familiar.
3. Take a product with which you are familiar and describe the marketing mix for that product.
4. Outline the factors which affect the setting of prices within your company or a company with which you are familiar.
5. Outline the difference between advertising and Public Relations, supporting your answer with examples of each.