



Certificate in Marketing Skills

MARKETING IN PRACTICE

TUESDAY, MAY 1, 2007. TIME: 2.00 pm - 4.00 pm

Please attempt Section A and TWO questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **TWO** questions in your Answer Book).

All questions carry equal marks.

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)**

Case Study: *At Your Service*

At Your Service is a new grocery outlet located on a busy street in the centre of a major city. Rents are high so the owner wants to ensure that the shop is maximising its sales potential throughout the day. The shop intends to specialise in prepared hot meals and snacks as well as products and services for people on the go. The shop has substantial floor space so that the manager, Sean Siopa, can also consider running a small café within his shop.

1. (a) Identify **three** segments that you consider are potential target markets for Mr Siopa's business. Give reasons for your choice.
- (b) Choose one of the market segments and outline a proposal to develop Mr Siopa's business within that segment.

P.T.O.

SECTION B (50%)

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

2. Outline the promotion mix used by Ryanair in the Irish market. In your opinion, does Ryanair have an effective promotion mix? Give reasons for your answer.
3. Using the PEST model, describe the environmental forces affecting the Marketing Institute of Ireland.
4. Compare and contrast the marketing of products and services.
5. Outline, with the use of examples, the Consumer Buying Decision Model.