



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, 22<sup>nd</sup> AUGUST 2000. TIME: 2.00 pm - 5.00 pm**

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five 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.

1. “Marketing is essentially a sophisticated term for selling and advertising.” Discuss.
2. You are the managing director of a medium-sized footwear manufacturing company that is doing business in both Ireland and the UK. Describe the macro-environmental forces that can affect your business.
3. What are the main bases or variables for segmenting consumer markets?
4. Describe the major stages of the buyer decision process for a young couple buying an apartment.
5. How does the Product Life Cycle (PLC) model support a marketing manager in balancing the product mix?
6. In what ways should the marketing of a service differ from the marketing of a physical product? Support your answer with examples.
7. You have recently established a bookshop and café outlet in a medium-sized town. You have a very limited promotion budget. Discuss the advantages and disadvantages of each element of the promotion mix with specific reference to your business.
8. Outline the range of functions that may be carried out by intermediaries within a distribution channel.