



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

TUESDAY, 2<sup>nd</sup> MAY 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. How can marketing strategies help in the management of a not-for-profit organisation?
2. What is meant by the term 'marketing environment'? Outline the main microenvironmental forces, supporting your answer with examples.
3. Compare and contrast consumer and business markets.
4. You are the Marketing Manager in a medium-sized Irish food company. You have been asked to come up with a strategy for developing new food products. Prepare a memo for the Managing Director outlining the stages of new-product development.
5. Outline the importance of price as an element within the marketing mix. What internal and external factors should a company consider when making its pricing decisions?
6. Describe the role and function of public relations within a company's communications strategy. How could a medium-sized company with a local customer base use public relations to promote itself?
7. Discuss the relationship between the product adoption process and a company's promotion strategy.
8. Outline the function of marketing planning. If you were preparing a plan for a product or brand, what elements would you examine within the plan?