



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

TUESDAY, MAY 8, 2001. 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. What is marketing? Outline the range of activities within the marketing function.
2. Briefly describe the importance of information within an organisation. Outline the role of the marketing information system and the market research process in providing information relevant to marketing decisions.
3. Describe the macroenvironmental forces that affect a company's ability to serve its customers. Explain how changes in the *demographic* environment might impact on an Irish clothing manufacturer serving the domestic market.
4. How can market segmentation, targeting and positioning enhance competitive advantage? Support your answer with examples.
5. "*Building and maintaining a brand is at the heart of successful marketing.*" Comment on this statement.
Outline the key steps to building and maintaining a brand.
6. Compare and contrast cost-based and value-based pricing. Why is cost-based pricing used more frequently by retailers?
7. Most producers use intermediaries to bring their product to market. What advantages do intermediaries offer producers? Under what circumstances might it be more advantageous to sell directly to customers?
8. What promotional mix would you recommend to launch a new brand of lager? Assume you have a generous budget! Should you use a push or a pull strategy?