



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, AUGUST 20, 2002. 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. Compare and contrast the five marketing management philosophies.  
Comment on the view that each philosophy can be seen as a product of its business environment.
2. Identify and evaluate the major trends in the firm's natural and technological environment. Use examples to illustrate your answer.  
Comment on how such trends impact on the practice of marketing.
3. Define your understanding of the term 'Market Information System' (MIS).  
Identify and describe the components of an MIS and suggest how such a system is used by the marketing manager.
4. Identify and describe the "buyer decision process".  
Suggest how a holiday travel operator could use knowledge of the process to design their marketing programme.
5. Identify and describe the characteristics of a good market segment.  
Comment on the use of these characteristics in evaluating the segment. Use examples to illustrate your answer.
6. Identify and describe the characteristics of a 'Service'.  
Suggest how the marketing requirements of a service differ from those of a physical product. Use examples to illustrate your answer.

**P.T.O.**

7. Compare and contrast the three general approaches to pricing, 'Cost Based Pricing', 'Value Based Pricing', and 'Competition Based Pricing'. Which approach would you favour for the introduction of a totally new product? Present reasons in support of your choice.
8. Identify and describe the two basic promotion mix strategies open to the marketer. Suggest a promotional strategy for a small to medium sized Irish company seeking to enter the UK market for furniture.