



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, MAY 7, 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. Describe and evaluate the 'Strategic Planning Process' as a method of orientating an organisation within its business environment. Use examples to illustrate your answer.
2. Define the firm's 'Macroenvironment' and describe the forces within it. Evaluate how an understanding of the firm's macroenvironment impacts on the firm's ability to create customer value and satisfaction. Use examples to illustrate your answer.
3. Outline the four steps in the Marketing Research process as suggested by Armstrong and Kotler. Describe how you would design a research exercise using the Marketing Research process for a new concept toy for a child.
4. Describe the adoption process for new products. Evaluate how knowledge of the process is used by marketing managers to develop their marketing programmes. Use examples to illustrate your answer.
5. Define your understanding of the terms, 'Market Segmentation', 'Market Targeting', and 'Market positioning'. Suggest how these concepts are fundamental to the development of marketing strategy.

**P.T.O.**

6. Identify and describe the four classifications into which consumer products can be assigned.

Suggest how a firm's marketing strategy would vary depending on the type of consumer product it is marketing. Use examples to illustrate your answer.

7. Describe and evaluate the 'Product Life Cycle' as a model of market evolution. Explain how marketing strategies may change during the different stages. Use examples to illustrate your answer.
8. Define the five promotional tools normally associated with 'Integrated Marketing Communications'. Discuss the factors that must be considered in shaping the overall promotion mix.