



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, AUGUST 19, 2003. 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. Define and describe the *Societal Marketing Concept*. Discuss the proposition that the *Societal Marketing Concept* is in tune with the realities of modern society.  
Use examples to illustrate your answer.
2. Describe and evaluate the *Boston Consulting Group* approach to portfolio planning. Within your answer discuss how management would use the BCG to manage their businesses/product growth strategies.  
Use an example to illustrate your answer.
3. In *Market Targeting*, a company must decide on which and how many segments to serve. Identify and describe the three alternative market coverage strategies available to the marketing manager. What market factors should a company consider in choosing its market targeting strategy?  
Use examples to illustrate your answer.
4. Identify and evaluate the major trends in the Irish economic and social environments which are affecting companies focused on the Irish consumer market. Suggest how these trends are influencing organisational marketing strategy.  
Use examples to illustrate your answer.
5. Identify, define and describe the **three** broad categories of research designs. For each category use an example to illustrate your answer.

**P.T.O.**

6. Identify and describe *Maslow's Hierarchy of Needs* approach to understanding of the concept of motivation. How can Maslow's hierarchy be used as a possible framework for linking the concept of motivation to marketing strategy? What are the dangers of using such a framework?  
Use examples to illustrate your answer
7. Identify, define and describe the three main distribution strategies available to companies in determining the number of intermediaries to use. What influence does the type of product have on the distribution strategy chosen? Use examples to illustrate your answer.
8. Identify and describe how the internet is contributing towards marketing strategy in terms of customer acquisition, customer retention and customer growth.  
Use examples to illustrate your answer.