



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

TUESDAY, MAY 6, 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 marketing.  
Identify and describe the five core marketing concepts that contribute to our understanding of marketing.  
Use examples to illustrate your answer.
2. Armstrong and Kotler suggest that consumers go through five stages in the process of adopting a new product. Identify and describe these five stages and suggest how marketing managers can use such knowledge to develop their marketing programmes.  
Use examples to illustrate your answer.
3. Define the term *Segmentation* as used in the marketing context. Identify and describe the four levels of segmentation as suggested by Armstrong and Kotler. How does the choice of segmentation level affect the marketing programme?  
Use examples to illustrate your answer.
4. Identify and describe the *New Product Development Process*. Briefly comment on the role of the NPD Process in reducing the high failure rate among new products.
5. Identify and define the three general approaches an organisation may use to price its products or services. Describe each of the general approaches together with the main methods which can be used to set price under each approach.  
Use examples to illustrate your answer.

**P.T.O.**

6. Define *Marketing Logistics*.  
Identify and describe the major logistics functions of a typical supply chain, and suggest how the internet is playing a role in improving logistical functions.  
Use examples to illustrate your answer.
7. Identify and define four methods of *Direct Marketing*, in each case describe the chosen method, using examples to illustrate your answer.  
Comment on how each method may be used as part of an integrated marketing communications programme.
8. Describe with the aid of a diagram *Ansoff's Product/Market Expansion Grid*.  
Using the grid, suggest how an Irish soft drinks manufacturer could identify and develop growth opportunities in each of the expansion options.