



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, AUGUST 17, 2004. 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 the term *New Product Development (NPD) Process*. (3 marks)  
Identify and describe the stages in the NPD Process, and suggest why the process is used by organizations. (17 marks)
2. Define the term *Supply Chain Management*. (3 marks)  
Explain how companies select, motivate and evaluate channel members. (15 marks)  
Use examples to illustrate your answer. (2 marks)
3. Define and describe any **four** of the following: (16 marks)  
using examples to illustrate your answer. (4 marks)
  - (a) Product Line Pricing
  - (b) Market Penetration Pricing
  - (c) Market Skimming Pricing
  - (d) Psychological Pricing
  - (e) Loss Leader Pricing
4. Identify and describe the **five** main forces in a modern marketing system. (15 marks)  
Use examples to illustrate your answer. (5 marks)
5. Define *Target Marketing*. (2 marks)  
Identify and describe the **three** market coverage strategies available to the organization. (15 marks)  
Use examples to illustrate your answer. (3 marks)

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6. Identify and describe the *Environmental Forces* that influence the organization's ability to serve its customers. (16 marks)  
Use examples to illustrate your answer. (4 marks)
7. Define *Marketing Research*. (3 marks)  
Describe the *Marketing Research Process*, and (12 marks)  
suggest how the Internet can be used within the research process. (5 marks)
8. Identify and describe **four** classifications of consumer products. (12 marks)  
Provide an example for each product classification and examine the decision-making process consumers adopt in each case. (8 marks)