



EXAMINER'S REPORT

AUGUST 2004

PRINCIPLES OF MARKETING

Overall Comments

- The quality of the answers in general has improved, with fewer students falling below an acceptable pass level.
- There were still a number of students who clearly had not covered the material in preparation for the examination.
- Examination technique and the ability to structure answers in line with the question asked is still an issue.

Question 1

Students showed a good understanding of the NPD process. Definitions offered were mostly informal, did not conform to the accepted text definition, but did convey the sense and purpose of the NPD process. The majority of students who attempted the question correctly identified the NPD stages, and the description of each stage was adequate. The rationale as to why the NPD process is used by organisations was dealt with superficially. Overall students demonstrated a good general knowledge of NPD area with a reasonable understanding of the concept and how it is used by organisations.

Question 2

This question proved to be the least popular and least successful question for the students that attempted it. The concept of SCM was unknown to students and there was a total failure to connect the concept with channel management activity or indeed provide examples of the concept.

Question 3

This question was popular with students, the majority of whom attempted all four parts of the question, and scored well. Each of the pricing terms were adequately defined generally, without necessarily conforming to the text definition. In general students described the activity adequately, however Market Skimming and Psychological pricing were the least well known, with a number of students clearly guessing. In general, however, the terms described provided students with little difficulty and again allowed students to score well.

Question 4

This is a standard question at this level and students dealt with it well. The identification of the forces involved, Economic, Technological, Social /Cultural / Demographic, Natural , and Political / Legal Environments provided students with opportunity to demonstrate their knowledge and understanding of the way in which these forces and their interaction influence marketing and marketing strategy. In general, the answers were of a good standard, with good use of examples. However, the depth of description in many cases was a little superficial.

Question 5

In general students attempting this question identified the various market coverage options, selective, intensive and exclusive, but failed to adequately describe them or develop examples. There was evidence of knowledge at a superficial level, but in general the answers were weak and failed to appreciate the integration of market coverage question with other aspects of an organisation's strategy.

Question 6

This was a standard question at this level, and was attempted by the majority of students. In general the answers were disappointing. Despite identifying the various forces, students offered very brief superficial descriptions of the environmental forces. In addition most answers failed to appreciate the integrated nature of the environmental forces which determine the organisation's strategy.

Question 7

In general this question was adequately answered by most of the students attempting it. Most defined market research in general terms rather than the definition offered in the course text. Students however, demonstrated a good understanding on the concept, correctly describing most of the research process. The role of the internet was less well developed, with most students failing to appreciate its use in the conduct of primary research.

Question 8

Few of the students attempting this question correctly identified all four classes of consumer products thereby limiting their overall potential marks. The descriptive element of the question was also poorly undertaken with little demonstrated knowledge of the area.