



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

TUESDAY, MAY 4, 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 *Product Life Cycle*. (3 marks)
Identify and describe the stages of the lifecycle and suggest how the concept may be used by the marketing manager. (14 marks)
Illustrate your answer by use of examples. (3 marks)
2. Define the concept of *Integrated Marketing Communications* (IMC). (3 marks)
Describe the main components of the *Marketing Communications Mix*. (9 marks)
Suggest how a political party might use IMC to communicate with the public. (8 marks)
3. Identify and describe the external factors which affect pricing decisions. (16 marks)
Use examples to illustrate your answer. (4 marks)
4. Define what marketing is and discuss the five *Marketing Management Philosophies*. (15 marks)
Use examples to illustrate your answer. (5 marks)
5. Define the concept of *Market Segmentation*. (3 marks)
Identify and describe the requirements for effective segmentation. (12 marks)
Using the car market suggest how segmentation is used within the marketing programme. (5 marks)

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6. Identify and evaluate how the Internet can be used by a marketing organisation. (10 marks)
Describe an Internet site with which you are familiar, suggesting how the organisation uses the site to create a relationship with the customer. (10 marks)
7. Define the term *Marketing Information System* (MIS). (3 marks)
Identify and describe the components of a typical MIS and suggest how the MIS is used by a marketing organization. (13 marks)
Use examples to illustrate your answer. (4 marks)
8. Identify and describe the factors influencing consumer behaviour. (16 marks)
Use examples to illustrate your answer. (4 marks)