



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

**TUESDAY, AUGUST 16, 2005. 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. Compare and contrast the 'Marketing Concept', the 'Production Concept' and the 'Selling Concept'. (10 marks)  
Evaluate which concept Ryanair might use in their approach to their business. (10 marks)
2. Identify and describe how marketing organisations are using technology to improve their marketing activities. (14 marks)  
Use examples to illustrate your answer. (6 marks)
3. Describe with the aid of a diagram the 'Boston Consulting Group' (BCG) approach to Portfolio Analysis. (8 marks)  
Explain how the BCG approach may be used to manage an organisation's business units. (8 marks)  
Use examples to illustrate your answer. (4 marks)
4. Identify and describe, with the aid of a diagram, Ansoff's 'Product–Market Expansion Grid'. (8 marks)  
Explain how the Product – Market Expansion Grid may be used by the marketing manager to guide marketing strategy. (8 marks)  
Use examples to illustrate your answer. (4 marks)

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5. Identify and describe how the internet has influenced the practice of marketing research. (12 marks)  
Use a worked examples to illustrate your answer. (8 marks)
6. Identify and describe the characteristics of a 'Service'. (8 marks)  
Suggest how the marketing requirements of a service differ from those of a physical product. (10 marks)  
Use examples to illustrate your answer. (2 marks)
7. Describe the following **four** types of consumer buying behaviour:
- Complex Buying Behaviour
  - Variety Seeking Buying Behaviour
  - Dissonance Reducing Buying Behaviour
  - Habitual Buying Behaviour (8 marks)
- Explain the circumstances under which the consumer may be expected to follow each behaviour type. (8 marks)  
Use examples to illustrate your answer. (4 marks)
8. Define **each** of the following concepts:
- Market Segmentation
  - Market Targeting
  - Market Positioning. (6 marks)
- Explain how each of these concepts are used by the marketing manager to develop an effective marketing strategy. (12 marks)  
Use an example to illustrate your answer. (2 marks)