



## EXAMINER'S REPORT

AUGUST 2005

### PRINCIPLES OF MARKETING

#### Question 1

This was a basic question at this level, requiring the student to demonstrate an understanding of three fundamental concepts of relevance to the evolution of marketing thought. In general, the question was answered to an acceptable level, with answers repeating the standard text definitions and descriptions. A greater appreciation of the concepts and how they differ would have gained more marks. The applied section of the question reinforced the feeling that students do not fully understand these basic concepts and their appropriateness in different market situations.

Marks were available for:

- |                                                |      |
|------------------------------------------------|------|
| a. Definition of the three concepts            | (15) |
| b. Contrast & Comparison of the three concepts | (30) |
| c. Discussion of Ryanair orientation           | (50) |

#### Question 2

This question required the student to show their appreciation of how technology is impacting on the practice of marketing. The Internet, Marketing Databases, mobile technology CRM are some of the obvious areas for discussion. The question was answered reasonably well with most answers showing a good understanding of internet technology and its role in sales, promotion, market research and customer service.

Marks were available for:

- |                                                            |      |
|------------------------------------------------------------|------|
| • Identification of marketing uses of ICT                  | (20) |
| • Description of how marketing organisations are using ICT | (50) |
| • Use examples to illustrate your answer.                  | (30) |

#### Question 3

Part A of this question was answered well, with students describing the BCG and its components reasonably well. Part B of the question required students to show their understanding of how the BCG could be used by an organisation. This section was not really addressed at all, with very superficial responses which demonstrated a low level of understanding.

Marks were available for:

Describe of the 'Boston Consulting Group' (BCG) approach to

- |                                                                                      |      |
|--------------------------------------------------------------------------------------|------|
| • Portfolio Analysis.                                                                | (25) |
| • Diagram of the BCG                                                                 | (15) |
| • Explain how the BCG approach may be used to manage an organisations business unit. | (40) |
| • Use examples to illustrate your answer.                                            | (20) |

#### Question 4

This question required students to show their knowledge of basic marketing framework and to describe how marketing managers could use such frameworks to guide their marketing activities. In general, answers did demonstrate a good knowledge of the framework but were less successful in linking the framework to marketing strategy or practice. It is evident that answers demonstrate a superficial knowledge without a knowledge of application.

Marks were available for:

- Describe the ‘Product – Market Expansion Grid’. (25)
- Diagram of the ‘Product – Market Expansion Grid’. (15)
- Explain how the ‘Product – Market Expansion Grid’ may be used to guide marketing strategy (40)
- Use examples to illustrate your answer. (20)

#### Question 5

This question required students to show an appreciation of how the Internet has impacted on a specific area of marketing activity. Answers showed a good understanding and familiarity of web based surveying and secondary data research, both of which are examples of research activity transferred to a new medium. Less evident was the appreciation of how business and transactional data generated through new way of doing business adds to the research knowledge base. In general the question was answered well, and the worked examples were satisfactory.

Marks were available for:

- Identification of at least four Influence of the Internet. (20)  
Description of at least four ways in which the internet has
- Influenced the practice of marketing research. (40)
- Use a worked example to illustrate your answer. (40)

#### Question 6

This was a standard question at this level. Answers in general were satisfactory if somewhat basic. Students demonstrated a reasonable understanding and knowledge of the characteristics of a service and adequately described the consequential requirements in marketing programmes.

Marks were available for:

- Definition of a service 10
- Identification of the characteristics of a service 10
- Description of the characteristics of a service 20
- Comparison with a the marketing of a product and a service 50
- Examples 10

#### Question 7

This question sought to evaluate students understanding of the consumer behavioural underpinnings of marketing strategy. In general, answers were good with clear evidence of good knowledge of the area. The actual definitions offered were ambiguous, but conveyed a general understanding of the behaviours. Good examples were offered which reinforced the feeling of understanding.

Marks were available for:

Describe the following four types of consumer buying behaviour:

- a. Complex Buying Behaviour
- b. Variety Seeking Buying Behaviour
- c. Dissonance Reducing Buying Behaviour

d. Habitual Buying Behaviour (40)

Explain the circumstances under which the consumer may be expected to follow each will behaviour type (40)

Use examples to illustrate your answer. (20)

**Question 8**

This is a standard question at this level which seeks to evaluate a student's appreciation of how marketing strategy is developed using linked concepts. In general, students defined the individual concepts reasonably well, but were less successful in demonstrating their knowledge of the linked nature of the concepts. This is a difficulty which has occurred in previous years when similar questions have been asked.

Marks were available for:

Define each of the following concepts:

a. Market Segmentation

b. Market Targeting

c. Market Positioning. (15)

Explain how each of these concepts are used by the marketing manager to develop an effective marketing strategy (60)

Use an example to illustrate your answer. (25)