



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

TUESDAY, AUGUST 15, 2006. 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. Identify and describe the characteristics of a *Service*. (8 marks)  
Suggest how the marketing requirements of a service differs from those of a physical product. Use examples to illustrate your answer. (12 marks)
2. Describe what is meant by *Push Strategies* and *Pull Strategies*, as used in the marketing promotional context. (10 marks)  
Suggest how each strategy may be used to promote a new recording artist. (10 marks)
3. Define your understanding of the term *Product Life Cycle*. (4 marks)  
Identify and describe the stages of the *Product Life Cycle* and suggest how the concept may be used by the marketing manager. Illustrate you answer by use of examples. (16 marks)
4. Identify, define and describe the **three** broad categories of research used in marketing. (15 marks)  
For each category use an example to illustrate your answer. (5 marks)
5. Describe and evaluate the *Boston Consulting Group* (BCG) approach to portfolio planning. (12 marks)  
Within your answer discuss how management would use the BCG approach to manage their businesses/product growth strategies. Use an example to illustrate your answer. (8 marks)

**P.T.O.**

6. Define the concept of *Market Segmentation*. (3 marks)  
Identify and describe the requirements for effective segmentation. (12 marks)  
Using the clothing market as an example, suggest how segmentation is used within the marketing programme. (5 marks)
7. Identify and describe the **four** classifications into which consumer products can be assigned. (12 marks)  
Suggest how a firm's marketing strategy would vary depending on the type of consumer product it is marketing. Use examples to illustrate your answer. (8 marks)
8. Define and describe any **four** of the following. (12 marks)  
Use examples to illustrate your answer. (8 marks)
- Target Marketing
  - Geodemographics
  - Random Sampling
  - Market Information System
  - Logistics
  - Customer Relationship Marketing (CRM)