



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

TUESDAY, MAY 16, 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. Define your understanding of the marketing concept. (2 marks)
Identify and describe the five management philosophies which can guide an organisation's marketing activities. Use examples to illustrate your answer. (18 marks)
2. In *Market Targeting*, a company must decide on which and how many market segments to serve.
Identify and describe the three alternative market coverage strategies available to the marketing manager. (12 marks)
What market factors should a company consider in choosing their market targeting strategy? Use examples to illustrate your answer. (8 marks)
3. Identify and define the three general approaches an organisation may use to price its products or services. (3 marks)
Describe each of the general approaches together with the main methods which can be used to set price under each approach. Use examples to illustrate your answer. (17 marks)
4. Identify and evaluate the major trends in the firm's macroenvironment. (12 marks)
Use Irish examples to illustrate your answer. (3 marks)
Comment on how such trends impact on the practice of marketing. (5 marks)

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5. Identify and describe the major forces shaping the internet age? (12 marks)
Choose an example with which you are familiar and describe how the Internet has been used to improve marketing activities. (8 marks)
6. Identify and describe 'Maslow's Hierachy of needs' approach to the understanding of the concept of motivation. (9 marks)
How can Maslow's Hierarchy be used as a possible framework for linking the concept of motivation to marketing strategy? Use examples to illustrate your answer. (6 marks)
What are the dangers of using such a framework? (5 marks)
7. Identify and describe the consumer buying decision process. (9 marks)
Suggest how Apple Computers could use knowledge of the process to design their marketing programme for the iPod range of products. (11 marks)
8. Define and describe any **four** of the following. (12 marks)
Use examples to illustrate your answer. (8 marks)
- Disintermediation
 - Differentiated Marketing
 - Integrated Marketing Communications
 - Price Elasticity
 - Viral Marketing
 - Vertical Marketing System