



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

TUESDAY, AUGUST 14, 2007. 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 and describe the 'Societal Marketing Concept'. (4 marks)
Discuss the proposition that the 'Societal Marketing Concept' is more in tune with the realities of modern society. (16 marks)
2. Identify and evaluate the major trends in the Irish economic and social environment which influence organisational marketing strategy. (16 marks)
Use examples to illustrate your answer. (4 marks)
3. Identify and describe, with the aid of a diagram, 'Maslow's Hierachy of needs' approach to understanding the concept of motivation. (9 marks)
Evaluate how Maslow's hierarchy can be used as a possible framework for linking the concept of motivation to marketing strategy? (11 marks)
4. Define the term 'New Product Development Process' (NPD). (5 marks)
Identify and describe the stages in the NPD Process, and suggest why the process is used by organisations. (15 marks)
5. Identify and describe the external factors which affect pricing decisions. (16 marks)
Use examples to illustrate your answer. (4 marks)

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6. Describe the process of ‘Disintermediation’ and evaluate how this process is impacting on the marketing and distribution strategies of organisations in the travel and tourism industries. (15 marks)
Use examples to illustrate your answer. (5 marks)
7. Describe and evaluate, with the aid of a diagram, the “Boston Consulting Group” (BCG) approach to portfolio planning. (12 marks)
Discuss, using examples, how management would use the BCG to manage their businesses/product growth strategies. (8 marks)
8. Discuss, using examples, **four** of the following. (20 marks)
- Simple random sampling
 - Customer Relationship Marketing (CRM)
 - Buyer Decision Process
 - Value based Pricing
 - Supply Chain Management
 - Marketing Ethics