



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

TUESDAY, MAY 1, 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. Describe your understanding of the marketing concept. (3 marks)
Discuss, using examples, the five 'Marketing Management Philosophies'. (17 marks)
2. Describe the three broad categories of Market Research objectives. (15 marks)
For each category use an example to illustrate your answer. (5 marks)
3. Describe how the internet is contributing towards marketing strategy in terms of:
 - customer acquisition; (5 marks)
 - customer retention; and (5 marks)
 - business growth. (5 marks)Use examples to illustrate your answer. (5 marks)
4. Describe the 'Product Life Cycle' (PLC), with the aid of a diagram, as a model of market evolution. (5 marks)
Explain, using examples, how the marketing manager could use the PLC Model to manage strategy over the life of a product. (15 marks)
5. Explain, using examples, the terms, 'Market Segmentation', 'Market Targeting' and 'Market positioning'. (8 marks)
Suggest how these concepts are fundamental to the development of marketing strategy. (12 marks)

P.T.O.

6. Define your understanding of 'Supply Chain Management'. (3 marks)
Explain, using examples, how companies select, motivate and evaluate channel members. (17 marks)
7. Define your understanding of concept 'Integrated Marketing Communications' (IMC). (3 marks)
Suggest how a political party might use IMC to communicate with the public. (17 marks)
8. Discuss, using examples, any **four** of the following. (20 marks)
- Market Information System
 - Derived Demand
 - Integrated Marketing Communications
 - Geodemographics
 - Market Skimming pricing
 - Push Strategy