



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

MONDAY, MAY 18, 2009. 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 'Marketing Concept'. (4 marks)
Discuss the proposition that the 'Marketing Concept' maximises both the interests of the consumer and the organisation. (12 marks)
Use examples to illustrate your answer. (4 marks)
2. Identify and evaluate the current trends in the Irish economy and discuss how they are impacting on organisation's marketing strategy. (16 marks)
Use examples to illustrate your answer. (4 marks)
3. Define the concept of 'Market Segmentation'. (4 marks)
Identify and describe the requirements for effective segmentation. (10 marks)
Using the car market suggest how segmentation is used within the marketing programme. (6 marks)
4. Identify and describe the external factors which affect pricing decisions. (16 marks)
Use examples to illustrate your answer. (4 marks)
5. Define your understanding of concept 'Integrated Marketing Communications' (IMC). (3 marks)
Describe the main components of the 'Marketing Communications Mix'. (9 marks)
Suggest how a charity organisation might use IMC to communicate with the public. (8 marks)

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6. Describe and evaluate, with the aid of a diagram, the “Boston Consulting Group” (BCG) approach to portfolio planning. (12 marks)
Within your answer discuss how management would use the BCG to manage their businesses / product growth strategies. (6 marks)
Use an example to illustrate your answer. (2 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 iPhone range of products. (11 marks)
8. Define and describe any **four** of the following. (12 marks)
Use examples to illustrate your answer (8 marks)
- Probability Sampling
 - Customer Relationship Marketing (CRM)
 - The Industrial Buyer Decision Process
 - Psychological Pricing
 - Derived Demand
 - Marketing Ethics