



MONDAY, MAY 10, 2010. 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 the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and/or international examples of marketing practice)

1. *“Businesses must uncover deeper insights into the anxieties and concerns of consumers and must engage with them in more meaningful ways”.*
(John Fanning, Irish Times, December 28, 2009)
 - (a) What areas of consumer behaviour should marketers consider in attempting to uncover deeper insights into the anxieties and concerns of consumers?
 - (b) Explain the role of consumer behaviour in the development of marketing strategies that allow companies to engage more meaningfully with consumers.

2. *“Research shows that 86% of consumers who shopped for value perceived cheaper goods to be of the same quality as higher priced ones”.*
(Constantin Gurdgiev, Sunday Times, January 24, 2010)
 - (a) What aspects of a retail product or service affect how it is perceived by consumers?
 - (b) How can marketers use perception theory to shape marketing practice?

3. *“During an economic downturn, people more often revert to products they’re familiar with through their childhood.”*
(Elizabeth Phillips of Caffreys in Jennifer O’Leary, Sunday Business Post, December 13, 2009)
 - (a) Outline the main learning principles that explain why consumers might revert to ‘products they’re familiar with’.
 - (b) Show how marketers apply learning principles to marketing strategy.

P.T.O.

4. *“Guinness is more loved and respected than it is drunk in some markets, and that speaks to a massive opportunity for us to exploit”.*
(Brian Duffy of Guinness in Samantha McCaughren, Sunday Business Post, December 6, 2009)
 - (a) Describe the type of consumer research approach that might elucidate the above information.
 - (b) To what extent can this approach facilitate prediction of consumer behaviour?

5. *Ireland’s chocolate market, valued at approximately €544 million annually, has among the highest per capita consumption in the world. Irish chocaholics eat their way through 9.7 kg of chocolate confectionery each year, surpassing Britain (9.4 kg) and Germany (8.1 kg).*
(Jennifer O’Leary, Sunday Business Post, December 13, 2009)
 - (a) To what extent are Irish consumers similar to and different from other European consumers?
 - (b) What are the implications for Irish marketers in the domestic market and in the wider European market?

6. *“Far from the demise of the traditional family unit, the next ten years would see a major renaissance for the young family, and brands that were tuned into that demographic would do well”.*
(Gerard O’Neill of Amárach Research in Catherine O’Mahony, Sunday Business Post, January 24, 2010)
 - (a) What are the main demographic and social trends in Ireland that might influence the shape of the population over the next decade?
 - (b) How can marketers respond to changing demographic and social changes?

7. *“Participants (in an AMAS survey of MII members) were asked which online options they used to get their message out. Sixty-five per cent said they used email, 48 per cent said search engine optimisation and 44 per cent said blogs or social networking”.*
(Catherine O’Mahony, Sunday Business Post, November 29, 2009)
 - (a) To what extent are online marketing messages useful sources of information for consumers?
 - (b) Explain how different online marketing messaging options might meet consumers’ differing information requirements.

8. *“A consumption situation is defined by factors over and above the characteristics of the person and of the product”.*
(Solomon *et al*)
 - (a) To what extent can situations affect consumption behaviour?
 - (b) How can marketers apply a knowledge of situational influence to marketing decision making?