



Foundation Certificate in Marketing - Stage 1

PRINCIPLES OF MARKETING

MONDAY, AUGUST 17, 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. Identify, define and describe the three broad categories of Market Research objectives. (15 marks)
For each category use an example to illustrate your answer. (5 marks)
2. Identify and describe the following components of marketing strategy.
 - Customer Acquisition, (5 marks)
 - Customer Retention and (5 marks)
 - Business Growth. (5 marks)Use examples to illustrate your answer. (5 marks)
3. Identify and describe 'Maslow's Hierachy of needs' approach to understanding of the concept of motivation. (8 marks)
How can Maslow's Hierarchy be used as a possible framework for linking the concept of motivation to marketing strategy? (8 marks)
Use examples to illustrate your answer. (4 marks)
4. Identify and describe the four classifications into which consumer products can be assigned. (10 marks)
Suggest how a firm's marketing strategy would vary depending on the type of consumer product it is marketing. (6 marks)
Use examples to illustrate your answer. (4 marks)

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5. Describe and evaluate the 'Product Life Cycle' (PLC) as a model of market evolution. (8 marks)
Explain how marketing strategies may change during the different stages of the PLC. (8 marks)
Use examples to illustrate your answer. (4 marks)
6. Identify and define four methods of "Direct Marketing", in each case describe the chosen method, using examples to illustrate your answer. (10 marks)
Comment on how each method may be used as part of an integrated marketing communications programme. (10 marks)
7. Define the concept of marketing and discuss the five 'Marketing Management Philosophies'. (15 marks)
Use examples to illustrate your answer. (5 marks)
8. Define and describe any **four** of the following. (20 marks)
Use examples to illustrate your answer
- Market Information System
 - Cognitive Dissonance
 - Market Skimming pricing
 - Push Strategy
 - Price Elasticity
 - Viral Marketing