



## Foundation Certificate in Marketing - Stage 1

### PRINCIPLES OF MARKETING

TUESDAY, AUGUST 21, 2001. 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. Outline the marketing management philosophies which an organisation might use to conduct its marketing activities. Which do you think is most relevant to the needs of the organisation, customers and society today?
2. Describe the business buyer behaviour process. How does it differ from consumer buyer behaviour?
3. Describe the macroenvironmental forces that affect a company's ability to serve its customers. Explain how changes in the *technological* environment over the past ten years have impacted on marketing practice.
4. How do marketers define products? Describe the three product levels that make up the total product.
5. Marketing is becoming a key element of the management of services. Identify and discuss the extended marketing mix for services.
6. What factors should a company consider when designing a distribution channel? Support your answer with examples.
7. Describe the role personal selling plays within the promotion mix. Why is personal selling more commonly used in business-to-business rather than consumer marketing?
8. What internal company factors and external environmental factors should a company consider when setting prices?