

OLLSCOIL NA hÉIREANN, GAILLIMH
THE NATIONAL UNIVERSITY OF IRELAND, GALWAY

Introduction to Business 2002 - 2003
BG301 BSc. Biotechnology

SECTION A: MANAGEMENT

Professor J. Winterton
Professor R. Green
Dr. R. Hilliard

SECTION B: MARKETING

Professor R. Mason
Professor A. Daly
Ms. A. M. Torres

- TIME ALLOWED:** Two and one-half hours.
- PLEASE ANSWER:** TWO questions from SECTION A
TWO questions from SECTION B
- ASSESSMENT:** The total marks for each section is equal.
- DIRECTIONS:** Use a separate Answer Book for each section.
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SECTION A

MANAGEMENT

Candidates are required to answer TWO questions from this section.

Please answer in a separate answer book.

1. Apply Porter's Five Forces industry analysis to an industry that you are familiar with. How is this model useful to an entrepreneur in the preparation of a business plan?
2. What factors should a small business consider when choosing an export market? Discuss the implications of generating sales directly and indirectly in export markets. How would an entrepreneur decide which route to use?
3. Outline the essential information that should be contained in a business plan. Identify the information required to prepare a business plan for a new business which will operate a coffee shop on Newcastle Road.
4. Outline the key elements of corporate social responsibility as they apply to a small new business. Discuss how corporate social responsibility can be both an opportunity and a threat.

SECTION B

MARKETING

Candidates are required to answer TWO questions from this section.

Please answer in a separate answer book.

1. In your own words, define marketing. Discuss how needs and wants differ and whether needs can be created.
2. What is a “product”? For what reasons do marketers define product so broadly?
3. Outline the manner(s) in which consumers make decisions. Incorporate examples from your purchases.
4. In your own words, explain segmentation, targeting and positioning.