

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

SEMESTER 1 EXAMINATION 2002/2003

B.COMM. DEGREE EXAMINATION

MARKETING PRINCIPLES
[MK 204]

Professor Roger Mason;
Dr. Aidan Daly.

Time allowed:
B.Comm. students: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

**PLEASE ANSWER EACH QUESTION ON A SEPARATE ANSWER BOOK –
CLEARLY INDICATING WHICH QUESTION YOU ARE ANSWERING.**

1. Describe the stages of the buyer decision process for a high involvement consumer product.
2. Explain fully what you understand by the term marketing.
3. Discuss the product life cycle and how it may be used to plan marketing strategies.
4. Draw and briefly describe two possible channels of distribution a consumer goods manufacturer may use.
Discuss three factors that influence such a manufacturer's choice of these channels.
5. List and describe the steps of the selling process. Indicate which step you consider most important and why.
6. Explain what is meant by integrated marketing communications (IMC) and why organisations should structure their communications in this way.