

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 1 EXAMINATION, 2003/2004

Exam Code(s): 2BC1, 2BC2, 2BC3, 2BC4, 2BC5, 2CL1, 3BF1,
3BJ1, 4BI1,
Exam(s): Second Year B.Comm. Degree.
Mode Code(s): MK 204
Module(s): MARKETING PRINCIPLES

Paper No.: 1.
Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason
Internal Examiner(s): Dr. Aidan Daly
Mr. Declan Fleming
Ms. Juliana McDonnell
Ms. Ann Torres
Ms. Elaine Wallace

Instructions:

Please answer three questions.

All questions carry equal marks.

Please answer each question on a separate answer book – clearly indicating which question is being answered.

Duration: Two hours.
No. of Answer Books:

Requirements:

No. of Pages: Two including cover page.
Department(s): Marketing

MK 204 MARKETING PRINCIPLES

1. In some business peoples' minds marketing means advertising or personal selling. Describe what marketing means to you.
2. Briefly define the five promotional tools and discuss the factors that must be considered in shaping the overall marketing communications mix.
3.
 - (a) Explain the stages of the consumer decision making process for a high involvement purchase.
 - (b) What is the significance of post-purchase evaluation for the marketing manager?
4. Discuss any three pricing strategies which a firm may implement.
5. Outline the marketing research process and fully explain each stage.
6. Examine two aspects of marketing that is and will be partly or fully absorbed into online marketing.