

GX 1925

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

SEMESTER 2 EXAMINATION, 2003/2004

Exam Code(s): **2CE3**
Exam(s): **Evening B.Comm. Degree /
Diploma in Management.**

Mode Code(s): **MK 210**
Module(s): **MARKETING PRINCIPLES**

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

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly
Ms. Maura O'Connell
Ms. Joan Feeney**

Instructions:

Exam comprises of Section A & Section B.
One question must be answered from **each** section,
plus please answer **one** other question (taken from
either section); giving a **total of three** questions
answered.
Each question carries equal marks.
Please use a separate answer book for each section.

Duration: **Two** hours.
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

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

SECTION A

1. There are five alternative philosophies under which companies conduct their marketing activities. Describe three of them and suggest situations where each philosophy would be appropriate.
2.
 - (a) Describe the internal and external factors that affect pricing decisions.
(20 marks)
 - (b) Under what circumstances would a company use a market penetration pricing strategy?
(13.3 marks)
3. Explain the concept of market segmentation and examine three bases for segmenting markets.

SECTION B

4. Discuss three differences between consumer buying behaviour and organisational buying behaviour.
5. Select two characteristics of services. Describe each and show how each affects the marketing of services.
6. The 'promotional mix' is the range of techniques available to an organisation to promote its product or services. Discuss any three of the six main elements which comprise the 'promotional mix'.