

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

SEMESTER 1 EXAMINATIONS 1999/2000

HIGHER DIPLOMA IN BUSINESS STUDIES EXAMINATION

MARKETING 1

Professor James Lynch;
Dr. Christine Domegan;
Dr. Breda McCarthy.

Time allowed: **two** hours.

Please answer **three** out of five questions.

Question 1 is compulsory.

1. Benefit segmentation is one method of identifying market segments.
 - (a) Choose a market that you are familiar with and use benefit segmentation to identify market segments.
 - (b) What are the advantages of market segmentation?
2. "The product life cycle is more likely to mislead marketing management than provide useful insights". Discuss.
3. Sales promotions are commonly used in the food retailing area.
 - (a) Identify the different types of sales promotions used in supermarkets.
 - (b) What are their likely objectives?
4. Distribution concerns the selection and management of channels as well as physical distribution.
 - (a) What functions do channels of distribution perform?
 - (b) What factors influence choice of channel?
5. Marketing on the internet is a growing business.
 - (a) Explain why 'cyberspace marketing' is growing.
 - (b) What are the barriers for its more rapid expansion?