Summer Examinations 2015

MKT100115N

Module Title: Foundations of Marketing
Level: Four
Time Allowed: Two hours

Instructions to students:
- Enter your student number **not** your name on all answer books.
- Answer **five** out of **eight** questions
- All questions are equally weighted
- Neither books nor notes may be taken into the examination
- Erasmus/overseas students are permitted to take a bilingual dictionary into the examination room but will **not** be permitted any extra time

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Answer **five** out of **eight** questions

**Question 1**
Explain using examples the key differences between sales and marketing.  
(20 marks)

**Question 2**
How and why is it important for marketers to analyse the external environment?  
(20 marks)

**Question 3**
Outline the **five** main stages of the buying decision process. Suggest ways in which marketers can influence this process.  
(20 marks)

**Question 4**
Explain the benefits of market segmentation. Use examples to illustrate the points you make.  
(20 marks)

**Question 5**
Using a business sector of your choice, explain the “positioning” of a brand in relation to its competitors. Why is positioning an important task for marketers?  
(20 marks)
Question 6

Intangibility is a central principle underlying service industries. Identify the other three principles and suggest ways in which marketers can manage these challenges.

(20 marks)

Question 7

What benefits does the “extended marketing mix” offer over the traditional 4Ps?

(20 marks)

Question 8

Discuss the issues associated with organisations embracing “sustainable” marketing. Use examples to illustrate the points you make.

(20 marks)

End of Paper