Examination Period 3: 2016/17

MKT100117N

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.
- Begin each question on a separate page; label each page clearly with the number of the question you are answering.
- 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.
- Students are **not** permitted to remove this examination paper from the examination room. For all purposes the examination paper remains the property of the University of Northampton.

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Answer five out of eight questions.

1. Marketing seeks to create value for customers. Explain briefly what “value” is and show how organisations can create value for customers in different ways.

2. “The boiled frog” is a way of illustrating how changes in the external environment can impact upon organisations. Explain briefly the concept of “the boiled frog” and use an example to show how external change has affected an organisation of your choice.

3. Explain briefly how the four major influences of consumer behaviour act upon individuals to affect their buying behaviour.

4. Explain the difference between segmentation and targeting. Use examples to illustrate the points you make.

5. Choose any two brands from the same market which have a different “positioning”. Draw a perceptual map to explain this.

6. Identify the four key challenges faced by marketers when working in a service environment. (Such as the hotel, entertainment or travel industry.)
7. Describe briefly all **seven** elements of the extended marketing mix. Why were **three** new elements added to the original **four** P’s?

8. Why do organisations seem to be embracing “corporate social responsibility” with greater enthusiasm in recent years?

End of Paper