Examination Period 3: 2017/18

MKT100118N

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.
• Only work recorded in the answer books will be assessed.
• Neither books nor notes may be taken into the examination.

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Questions

Answer five out of eight questions. All questions are equally weighted.

Question 1
Describe, using examples, the key differences between “features” and benefits.”

Question 2
In terms of the external environment. Explain how the “macro” environment is different from the “micro” environment.

Question 3
Culture is one of the most significant influences on an individual’s consumer behaviour. However, people from the same culture can exhibit very different behaviour, describe the other three main consumer behaviour influences which explain this.

Question 4
“Undifferentiated”, “differentiated” and “concentrated” are different levels of segmentation and targeting. Describe using examples what the above terms mean.

Question 5
Positioning is an important aspect of marketing. Explain how a marketer might use a “perceptual map.”

Question 6
Describe the stages of a typical marketing planning process.

Question 7
Explain what is meant by the 7P’s of the “marketing mix”.

Question 8
Describe what is meant by the “triple bottom line” in relation to modern marketing.