

**National College of Ireland**

**BSc (Honours) in Technology Management – Full-time – Year 1 – BSHTM1**  
**Higher Certificate in Business Computing – Full-time – Year 1 – HCBC 1**

**Semester Two Examinations – 2016/17**

**Thursday 11<sup>th</sup> May 2017**  
**10.00am – 12.00pm**

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**Introduction to Marketing**

Dr Hugh O'Donnell  
Dr Jennifer McManis  
Dr Jason Healy

Answer any 3 questions

**Duration of exam:** 2 hours

**Attachments:** none

1. (a) Define what marketing is and explain what the phrase “marketing concept” means, through referring to module content. **(40 marks)**  
  
(b) Explain what customer satisfaction, dissatisfaction and cognitive dissonance are. **(30 marks)**  
  
(c) What are the marketing implications of customer satisfaction and dissatisfaction? **(30 marks)**

**[100 marks total available for this question]**

2. (a) Define what ‘market research’ is **(15 marks)**  
  
(b) Explain the two approaches to market research **(20 marks)**  
  
(c) Briefly explain each of the stages of the market research process **(65 marks)**

**[100 marks total available for this question]**

3. Explain how PESTEL analysis can be useful to marketing practitioners. Explain each element of PESTEL and provide detail on what to consider for each element when doing analysis. Also, explain opportunities and threats regarding each of the PESTEL elements.

**[100 marks total available for this question]**

4. (a) Define what marketing segmentation is **(15 marks)**  
  
(b) Explain the two types of market research duration **(30 marks)**  
  
(c) What is the marketing mix? **(4 marks)**  
  
(d) Explain why it is important to understand customers **(20 marks)**  
  
(e) Explain what customer value is **(31 marks)**

**[100 marks total available for this question]**

5. (a) Elaborate on what Drucker meant in 1974 when he claimed “marketing is so basic that it cannot be considered a separate function” **(55 marks)**

(b) Explain the three purposes or designs of primary market research **(45 marks)**

**[100 marks total available for this question]**

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