

**National College of Ireland**

**BSc. (Hons) in Technology Management – Full-time – Year 1 – BSHTM 1**  
**Higher Certificate in Science in Business Computing – Full-time – Year 1 – HCBC 1**

**Semester Two Examinations – 2015/16**

**Monday 9<sup>th</sup> May 2016**  
**2.00pm – 4.00pm**

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**Introduction to Marketing**

Dr Hugh O'Donnell  
Dr Jennifer McManis  
Dr Jason Healy

**Answer any 3 questions.**

**All questions carry equal marks.**

You should answer **only the required number** of questions.

If you answer **more** than the required number of questions you should **cancel** (put a line through) the question(s) you do not want marked.

If you do not cancel extra questions, the examiner will mark the questions **in the order presented** in your answer book until the required number of questions have been marked.

**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. **(30 marks)**  
(b) Explain what the difference is between the phrases ‘customer’ and ‘consumer’ **(15 marks)**  
(c) Explain what different types of customers there are **(30 marks)**  
(d) Explain why it is important to understand customers **(15 marks)**  
(e) What is the difference between a need and a want? **(10 marks)**

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

2. (a) Explain what the phrase ‘customer behaviour’ means **(15 marks)**  
(b) Explain what customer satisfaction, dissatisfaction and cognitive dissonance are. **(30 marks)**  
(c) What are the marketing implications of customer satisfaction or dissatisfaction? **(25 marks)**  
(d) Define what a Marketing Information System is **(10 marks)**  
(e) List and briefly outline the four sources of information for a Marketing Information System **(20 marks)**

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

3. (a) Explain what factors predominantly influence how extensive buyer decision-making is **(15 marks)**  
(b) List the stages of the rational buyer decision making process and explain each one **(30 marks)**  
(c) Provide marketing implications for each of the stages of the buyer decision making process **(25 marks)**  
(d) Provide an example of a product that would often be bought by someone engaging in extensive buyer decision making and argue why this is the case **(15 marks)**  
(e) Provide an example of a product that would often be bought by someone engaging in not-at-all extensive buyer decision making and argue why this is the case **(15 marks)**

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

4. (a) Draw a diagram that illustrates SWOT Analysis **(32 marks)**
- (b) Explain what SWOT Analysis is and how it is useful to marketing practitioners **(60 marks)**
- (c) Define what a 'business mission' is **(8 marks)**

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

5. (a) List the two categories or levels of marketing environments that would be considered during marketing analysis. List the various elements of each of the two marketing environment levels **(30 marks)**
- (b) Explain how PESTEL analysis can be useful to marketing practitioners **(10 marks)**.
- (c) Explain each element of PESTEL and provide detail on what to consider for each element when doing analysis **(60 marks)**.

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