

There are TEN Questions. Answer ANY FOUR questions. Read them carefully, write clearly. Define your terms and give factual reasons to support your statements.

Your answers should be in an essay form and should give examples where necessary.

Question 1

Identify the fundamental principles of *marketing*. How have these principles changed in recent years?

Question 2

What are the advantages of *market segmentation*? Discuss the difficulties when segmenting markets. Provide examples.

Question 3

What are the major ecological forces acting on marketing?

Question 4

Describe the marketing implications of the consumer decision-making process.

Question 5

What is *marketing ethics*? To what extent do you believe marketing practices to be unethical and how might unethical practices in marketing be restricted?

Question 6

What are the strengths and limitations of using the internet as a data-collection instrument?

Question 7

To what extent is the marketing of services the same as the marketing of physical products?

Question 8

Why is customer retention important in relationship marketing?

Question 9

Discuss how communication messages can be used to build a brand.

Question 10

To what extent can the Product Life Cycle (PLC) help marketing management decision-making process?

- END OF EXAM PAPER -