

Marketing

2001 – Question 7

(B) 'Seatsoft' Ltd. manufactures office chairs. To survive it must meet its costs. 'Seatsoft' supplies the following figures about its activities:

Fixed Costs IR£ 1 million
Variable Costs per unit IR£20
Forecast output (Sales) 70,000 units
Selling Price IR£40 per unit.

Illustrate by means of a break even chart:

- (i) The Break Even Point.
- (ii) The Profit at full capacity.
- (iii) The margin of Safety. (40 marks)

2002 – Question 7

Question 7

- (A) The carrying out of market research is a vital element in a marketing strategy.

Illustrate how successful market research can be achieved through

- (i) Field studies
- (ii) Desk research. (20 marks)

- (B) Outline reasons why a marketing department would engage in market segmentation. (10 marks)

- (C) Evaluate three promotional methods for a product or service of your choice. (30 marks)

(60 marks)

2003 – Question 7

(B) *If the Marketing Mix is to succeed, it must be based on customer needs and must support the required image for a particular product or service.*

Analyse, for a product or service of your choice, the elements of the marketing mix. (35 marks)

2004 – Question 7

The main objective of marketing is to ensure that the business enterprise obtains the revenues it needs to achieve its profit targets.

(A) Define Market Research.

Explain the reasons why a business enterprise would conduct it. (25 marks)

(B) Analyse two Market Research techniques for a product or service of your choice. (20 marks)

(C) Explain the advantage for a business enterprise of adopting the marketing concept.

(15 marks)

(60 marks)

2005 – Question 6

(B) (i) A business supplies the following figures about its activities.

Forecast Output (Sales) 20,000 units

Selling Price €50 per unit

Fixed Costs €300,000

Variable Cost per unit €20

Illustrate by means of a break-even chart:

(a) The Break-Even Point.

(b) The Profit at forecast output.

(c) The Margin of Safety at forecast output. (25 marks)

(ii) Outline the effect on the break-even point if variable costs increased to €25 per unit. Illustrate your answer on the break-even chart. (10 marks)

(60 marks)

2005 – Question 7

(A) Describe the important factors that a Marketing Manager would consider when deciding on the price of a new product or service. (20 marks)

(B) In the case of a particular product/service of your choice, evaluate the role of

(i) Advertising

(ii) Public Relations and (iii) Personal Selling in the promotion of the product/service.

(30 marks)

(C) Explain the term Market Segmentation. (10 marks)

(60 marks)

2006 – Question 7

Deirdre Moloney hopes to start up her own cosmetics and personal beauty products business aimed at the consumer market. She has approached you as a marketing consultant for some marketing advice.

In **one** single report, explain to her:

- (A) The stages in the development of a new product/service. (20 marks)
- (B) The significance of ‘packaging’, ‘branding’ and ‘product life cycle’ with reference to this business. (30 marks)
- (C) The term ‘channel of distribution’ and recommend a suitable one for her business. (10 marks)

(60 marks)

2007 – Question 6

- (A) (i) Explain, using a diagram, the stages in the product life cycle.
- (ii) In the case of **each** stage, describe the implications for the cash flow of a business. (20 marks)

2007 – Question 7

- (A) Explain **four** pricing policies that businesses can adopt as part of their marketing strategy and apply **one** of them to a product of your choice. (30 marks)
 - (B) (i) What is a marketing plan?
 - (ii) Evaluate the role such a plan can have for a business. (20 marks)
 - (C) Outline and illustrate the term ‘niche market’. (10 marks)
- (60 marks)**

2008 – Question 7

(B) Motor Manufacturing Ltd. is considering the introduction of a new product.

The business has provided the following figures:

Fixed Costs €200,000
Variable Cost per Unit €5
Selling Price €15
Forecast Output (Sales) 30,000 Units

(i) Illustrate by means of a break-even chart:

(a) The Break - Even Point.

(b) Profit at forecast output.

(c) The Margin of Safety at forecast output.

(ii) Explain 'Margin of Safety'. (30 marks)

2009 – Question 7

(B) (i) Explain the term 'market segmentation', illustrating your answer with reference to Olympian Ltd.

(ii) Outline **two** benefits to Olympian Ltd of segmenting the market.

(20 marks)

(C) Describe the factors that the Marketing Manager of Olympian Ltd should consider when deciding on the selling price of their new range of Hoodie Tracksuits.

(20 marks)

2010 – Question 7

Companies which invest in marketing in downturns benefit more when market conditions begin to pick up.

(A) Discuss the reasons why businesses carry out market research.

(15 marks)

(B) Evaluate 'Sales Promotion' and 'Public Relations' as forms of promotion.

(20 marks)

(C) 'Many businesses spend large sums of money developing a brand name'.

Illustrate the benefits of branding for the business **and** the consumer. (25 marks)

2011- Question 7

- (B) (i) Draw and label the 'product life cycle' diagram.
- (ii) Illustrate the methods a business could use to extend a product's life cycle.
(25 marks)

(C) As part of its feasibility study for a new product, Moore Ltd supplies the following financial information:

Forecast Output (Sales) 40,000 units
Selling Price per unit €20
Fixed Costs €300,000
Variable Cost per unit €10

(i) Illustrate by means of a breakeven chart the following:

- (a) The Breakeven Point;
(b) Profit at forecast output;
(c) The Margin of Safety at forecast output.

(ii) Outline **one** other function of a feasibility study for Moore Ltd.

(25 marks)

2013 – Question 7

Question 7

Read the information supplied and answer the questions which follow.

An Irish company, 'All-Weather Wellies Ltd' identified a niche market for colourful wellington boots of all sizes. The wellington boots are sold mainly on-line to people who enjoy the 'great outdoors' and festival-goers. The company wishes to expand and add accessories, such as, umbrellas, scarves and hats to the product range.

- (A) Outline the market research techniques available to 'All-Weather Wellies Ltd' for developing its product range. (20 marks)
- (B) (i) Explain the term 'market segmentation' with reference to 'All-Weather Wellies Ltd'.
(ii) Discuss the reasons why the marketing department of 'All-Weather Wellies Ltd' might engage in market segmentation. (20 marks)
- (C) Outline the factors a marketing manager might consider in determining the selling price of products at 'All-Weather Wellies Ltd'. (20 marks)

(60 marks)

2014 – Question 7

Question 7

(A) Read the information supplied and answer the questions which follow.

Maria Noone is the entrepreneur who owns Sensible Foods Ltd. This new company intends to manufacture a range of low calorie confectionery products. Initially consumers will be tempted by special offers. There will also be frequent coverage on national and local radio. *Goodbuys*, a leading supermarket chain, has agreed to stock the range, while wholesalers will distribute them to small independent shops.

Evaluate the role of advertising **and** sales promotion as elements of the promotional mix at Sensible Foods Ltd. (25 marks)

- (B) (i) Describe **two** factors Sensible Foods Ltd should consider when choosing a suitable channel of distribution for its products.
(ii) Outline **one** positive and **one** negative implication for Sensible Foods Ltd of using a leading supermarket chain such as *Goodbuys* to sell its products. (20 marks)

2015 – Question 5

Question 5

- (A) (i) Draft and label a product life cycle.
(ii) Describe **one** characteristic of each stage of the product life cycle with reference to a product of your choice. (25 marks)

2015 – Question 7

(A) Read the information supplied and answer the question which follows.

Kurve Ltd provides broadband, phone and television services to homes in the Irish market. In January 2015 it launched its new digital television service '*VISION*', providing different bundles of channels at different prices. It charges a reduced subscription for the first six months to new customers. Orders can be placed directly online. The business operates in a highly competitive market and plans to increase its sales revenues by 20 % over the next two years.

Explain the *product*, *price* and *place* elements of the marketing mix. Relate your explanations to **Kurve Ltd**. (25 marks)

- (B) (i) Explain the term *Public Relations* (PR).
(ii) Discuss methods a business could consider to generate good Public Relations. (20 marks)
- (C) (i) Define the term *market segmentation*.
(ii) Illustrate **two** methods a business could consider to segment its market. (15 marks)
(60 marks)

2016 – Question 6

MEDRON plc

Medron plc manufactures medical devices and its R&D department is currently working on a prototype for a tube to be used in vascular surgery.

A) Outline the reasons why businesses engage in prototype development. (15 marks)

B) Read the information supplied and answer the questions which follow.

Medron plc has supplied the following financial information for the new medical device:

Forecast Output (Sales)	60,000 units
Selling Price per unit	€30
Fixed Costs	€400,000
Variable Costs per unit	€20

Illustrate the following by means of a breakeven chart:

- (i) Breakeven point
- (ii) Margin of safety at the forecast output
- (iii) Profit at forecast output.

(25 marks)

C) Following a review of costs, Medron plc decreased its variable costs per unit to €10.

- (i) Calculate the new breakeven point **and** illustrate on your breakeven chart the new total cost line (TC₂) and the new breakeven point (BE₂).
- (ii) Outline **one** limitation of a breakeven analysis when making business decisions.

(20 marks)

(60 marks)

2016 – Question 7

Read the information supplied and answer the questions which follow.

Stitch Express

Stitch Express is a business set up by Alex Dunne originally offering clothing alterations, dress restyling and repairs. The business has grown and Alex believes it is time to update his marketing strategy. Following market research, Alex introduced a dry cleaning service. There are a few competitors in the market, so Alex decided to review his pricing and promotion policies. Alex believes he will need to rebrand the business, as a result of introducing the dry cleaning service.



- (A) (i) Outline the advantages **and** disadvantages of using secondary (desk) research techniques for collecting information on a market.
(ii) Illustrate **one** source of desk research **and one** source of field research that Stitch Express might use, giving a reason for your answer in **each** case. (25 marks)
- (B) Evaluate the effectiveness of sales promotion techniques Alex could consider to boost sales. (15 marks)
- (C) Discuss the benefits of branding as a marketing tool for business, providing examples to support your answer. (20 marks)
(60 marks)