



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING

DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 2)

DBA 109: PRINCIPLES OF MARKETING

Date : 27 April 2007

Time : 2.45pm-4.45pm

Duration:2 hours

Instructions to candidates

This paper consists of **SIX** questions. Candidates are required to attempt any **FOUR** questions.

Please ensure that this examination paper contains **SIX questions** on **ONE** printed page before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

ANSWER ANY FOUR QUESTIONS**Question 1**

You have been asked to give a talk about the Marketing Concept to a group of management trainees. Prepare a brief description of the five marketing management philosophies as part of your preparation for the presentation.

(Total = 25 marks)

Question 2

Describe the stages involved in the new-product development process.

(Total = 25 marks)

Question 3

With the aid of a diagram and appropriate examples, describe the Product Life Cycle (PLC) concept and outline the various types of marketing mix strategies involved in each of the stages.

(Total = 25 marks)

Question 4

What is the difference between primary data and secondary data? Describe the advantages and disadvantages of both.

(Total = 25 marks)

Question 5

With the help of examples, describe FIVE macro environmental forces and how they can influence an organisation's marketing decisions.

(Total = 25 marks)

Question 6

(a) Define the terms ADVERTISING, PUBLIC RELATIONS and SALES PROMOTION and describe their advantages.

(15 marks)

(b) Under what circumstances should marketing research be conducted?

(10 marks)

(Total = 25 marks)

- END OF PAPER -