



# **STAMFORD COLLEGE**

## **SCHOOL OF MEDIA STUDIES**

### **DIPLOMA IN MEDIA & COMMUNICATION**

**(SEMESTER 2)**

### **MCG 202: PRINCIPLES OF MARKETING**

**Date : 10 October 2007 (Wednesday)**

**Time : 2.00 pm – 12.30 pm**

**Duration: 3 hours**

#### **Instructions to Candidates**

Answer Question 1 from Section A and any THREE questions from Section B.

Please ensure that this examination paper contains FIVE questions on TWO printed pages 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.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

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

**Section A****Question 1 (Compulsory)**

You are the Public Relations (PR) Department manager at Johnson & Johnson Personal Care Company. Recently, a new facial cream introduced by your company has resulted in many customers developing rashes. The company is now facing a crisis of negative publicity.

- (a) What is the role of public relations (PR) in this 'cream rash' crisis? (1 marks)
- (b) Suggest FOUR PR activities that should be carried out to deal with the 'cream rash' crisis. Briefly explain your suggestions. (8 marks)
- (c) State THREE actions that should not be done in dealing with the 'cream rash' crisis. Elaborate why these actions are not suitable during the 'cream rash' crisis. (6 marks)

(Total = 15 marks)

**Section B**

Answer any **THREE** questions.

**Question 2**

The type of industry an organisation is in and the types of products it offers can have a big impact on the type of marketing employed. These factors also affect elements of the marketing mix and the promotional mix.

- (a) Discuss the importance of marketing in **THREE** different types of organisations.(9 marks)
- (b) Explain **SIX** criteria for designing marketing plans that apply to any type of organisation. (6 marks)

(Total = 15 marks)

**Question 3**

Market research is the systematic design, collection, analysis and reporting of data and findings relevant to any marketing situation facing the organization.

- (a) State **THREE** factors that influence the accuracy of research. (3 marks)
- (b) Elaborate on the **FOUR** principal types of survey methods. (12 marks)

(Total=15 marks)

**Question 4**

As with living organisms, products have a life cycle. For some, such as the Boeing 747, the life cycle is measured in decades whilst for others, for example, the merchandising spin-offs from popular movies, the life cycle may be measured in mere weeks.

- (a) Why is timing critical when launching a successor product in the product life cycle? (3 marks)
- (b) Explain the four stages in the theoretical product life cycle. (12 marks)

(Total = 15 marks)

**Question 5**

The link between price and customer value is very important. An organisation may have a specific pricing objective or a combination of long-term objectives.

- (a) State THREE factors that must be considered before an organisation can decide on its pricing strategy. (3 marks)
- (b) Explain SIX pricing strategies which may be adopted in a marketing plan. (12 marks)

(Total = 15 marks)

**-END OF PAPER-**