

SECTION A (32 marks)

Answer ALL the questions in this section.

1. List **three** modes of transport that a producer could use to move goods to the users. (3 marks)
1. by motor 2. by train 3. by air
2. State **three** ways in which a marketing researcher could collect primary data. (3 marks)
1. Sampling 2. Questionnaire 3. Record
3. State **four** factors that a marketer should consider when selecting the packaging for a product. (4 marks)
1. Design of the product 2. Price 3. Place 4. Product
4. List **three** goals that a marketing firm would seek to achieve when choosing a marketing channel to use. (3 marks)
1. Identify the target market 2. Identify the steps in the market
5. Identify **three** roles of sales promotion in marketing communication. (3 marks)
1. Advertise 2. Promote
6. State **four** reasons that could make a dissatisfied customer fail to complain. (4 marks)
1. Lack of information 2. Lack of time 3. Lack of energy 4. Lack of knowledge
7. List **three** internal sources of marketing information. (3 marks)
1. Sales force 2. Management 3. Customers
8. State **three** circumstances under which a firm would adopt the survival pricing strategy for its products. (3 marks)
1. Competition 2. Technological changes
9. List **three** cost-oriented methods of determining the price of a product. (3 marks)
1. Market skimming 2. Penetration pricing 3. Competitive pricing
10. State **three** factors that may have contributed to rapid growth in direct marketing communication in recent times. (3 marks)
1. Advancement in technology 2. Increase in competition 3. Increase in consumer awareness

SECTION B (68 marks)

Answer any **FOUR** questions from this section.

All questions carry equal marks.

11. (a) Grading of goods is an important activity in the marketing process. Explain **six** benefits that a firm may derive from the activity. (9 marks)
- (b) Reducing the price of a product may be viewed negatively by consumers. Outline **four** such negative ways in which consumers may view the price reduction. (8 marks)
1. Poor advertising 2. Stiff competition 3. Overstated market
12. (a) ABC Company Limited has decided to develop a new product. Explain **four** reasons that may have prompted the company to make this move. (9 marks)
1. No competitors 2. High demand 3. Customers 4. Suppliers
- (b) Explain **six** reasons that could make a firm to sponsor an event as a public relations exercise. (8 marks)
1. For awareness 2. To attract attention 3. To create a positive image 4. To build a relationship 5. To increase sales 6. To promote a product

13. (a) Highlight **six** customer care services that a retailer offers to clients. (9 marks)
(b) Explain **four** functions of marketing research in an organization. (8 marks)
14. (a) The incidences of shoplifting have increased sharply in recent years. Explain **six** measures that retail stores could take in order to deter such behaviour. (9 marks)
(b) Explain **four** ways in which a marketing department could improve the quality of services offered to customers. (8 marks)
15. (a) ZYZ company Ltd has launched an advertising campaign for one of its products. Explain **six** functions of such a campaign. (9 marks)
(b) Explain **four** circumstances under which a firm could adopt the market skimming strategy in its operations. (8 marks)

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