

1. (a) Rafi Ltd has chosen to maintain low prices for its product even through it is the only producer of such a product in the market. Highlight **five** factors that may account for such a decision. (10 marks)
- (b) Highlight the indicators used to determine the quality of service offered by a firm. (10 marks)
2. (a) Explain the ways in which a marketer may reduce the time taken in information search by a consumer in the buying process. (10 marks)
- (b) Describe **five** types of trade-oriented promotion made by firms. (10 marks)
3. (a) Highlight the product features that would make a marketer choose a short channel of distribution for his product. (8 marks)
- (b) Explain the measures that a firm should take in order to make billboards an effective medium of advertising. (12 marks)
4. (a) Explain the ways in which a service marketer may ensure effective management of customer waiting time at the service delivery point. (10 marks)
- (b) Highlight the ways in which a company may build strong customer relationships with its market. (10 marks)
5. (a) Waru Ltd has chosen to carry out mass marketing for its product. Highlight the benefits the company would derive from such a strategy. (10 marks)
- (b) Describe the assumptions of the selling concept of marketing as a marketing philosophy. (10 marks)
6. (a) Explain the causes of conflict among channels of distribution. (10 marks)
- (b) Explain the ways in which the government may influence commodity pricing decisions by a marketer. (10 marks)
7. (a) Highlight the basis on which a company may position its product in the target market. (12 marks)
- (b) Outline the economic factors that may negatively influence marketing activities of a firm. (8 marks)