

1. (a) Jambo Limited is a medium-sized company that sells its products through the internet. Explain **five** benefits that the company derives from using the internet to sell the products. (10 marks)
- (b) Explain **five** pillars of the marketing concept that a firm should focus on. (10 marks)
2. (a) Explain **six** objectives that firms seek to achieve through pricing. (12 marks)
- (b) Explain **four** factors that may cause a product to drift to the decline stage of the product life cycle. (8 marks)
3. (a) Explain **six** reasons why many organizations find it necessary to advertise their products. (12 marks)
- (b) Kanana is a marketing consultant and has been invited to give a lecture to small-scale entrepreneurs on the role of intermediaries. Explain **four** areas that she will focus on. (8 marks)
4. (a) Explain **five** trends in the economic environment that a firm should appraise from time to time. (10 marks)
- (b) Explain the importance of customer satisfaction to an organization. (10 marks)
5. (a) Jaddy Limited is a high-price business that offers exclusive quality products to its market. Explain **four** reasons why it may use the skimming pricing strategy in its operations. (8 marks)
- (b) Ms Maria is a marketing lecturer and is giving an introductory lecture to her students. Describe **six** P's of marketing that she should cover in the lecture. (12 marks)
6. (a) Explain **five** benefits that a firm may derive from segmenting its market. (10 marks)
- (b) Explain the impact of e-commerce on the distribution of a firm's products. (10 marks)
7. (a) Describe **four** characteristics of services that make their marketing challenging. (8 marks)
- (b) Explain **six** internal factors that influence consumer behaviour. (12 marks)