Total marks for this paper is 100 marks.

There are three parts in this question paper. All questions in Part One and Part Two are COMPULSORY.

Part One includes 20 Compulsory multiple-choice questions. Select the most appropriate answer from the given choices and mark it in the given space in the answer book.

Part Two includes 06 Compulsory short answer questions.

Part Three includes 02 Essay Type Questions. Answer only 01 Question from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts
2. Always start answering a question on a new page
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams
4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate
5. Illegible hand writing and language errors will be penalised
PART ONE

Read the question and select the most appropriate answer out of the four given choices.

Tick your choice in the given space in the answer booklet.

Question 01

Question 01.1
Fill in the blank with the appropriate words.

The two fold of marketing is to _______________ new customers by promising superior _____________ and to keep and grow current customers by delivering ________________.

a) Retain, products, satisfaction
b) Attract, price, satisfaction
c) Attract, products, promptly
d) Attract, value, satisfaction

Question 01.2
The act of obtaining a desired object from someone by offering something in return is known as:

a) Competitive edge
b) Exchange
c) Satisfaction
d) Communication

Question 01.3
The overall process of building and maintaining profitable customer relationships by delivering superior value and satisfaction is termed as:

a) Internal marketing
b) Customer relationship management
c) Marketing myopia
d) Services marketing
Question 01.4
Which macro environmental factor is missing from the following list?

Economic, Social, Environmental, Technological, Legal

a) Suppliers
b) Distributors
c) Public
d) Political

Question 01.5
Personal interviewing that involves inviting 6-10 respondents to gather for a few hours to talk about a product with a trained interviewer is known as:

a) Mystery shopping
b) Observational research
c) Focus group interviewing
d) Telephone interviewing

Question 01.6
A systematic attempt to supply continuous, useful, updated stream of right information in the right form at the right time to decision makers to help them to use this information to create customer value and stronger relationships is known as:

a) Desk research
b) Marketing mix
c) Marketing information systems
d) Personal selling

Question 01.7
A market place in which all the individual and households buy goods and services for personal consumption is defined as:

a) Consumer market
b) Industrial market
c) Business market
d) International market
Question 01.8
Less frequently purchased products that customers compare carefully on suitability, quality and
tprice is known as:

- a) Convenience products
- b) Fast moving consumer products
- c) Shopping products
- d) Unsought products

Question 01.9
An organisation experiences the following with regard to one of its products:

Profits are negative or low because of the heavy expenses of research and development,
distribution and promotion.

Identify the correct stage of the product life cycle that can be attributed to the above said
product.

- a) Decline stage
- b) Introduction stage
- c) Maturity stage
- d) Growth stage

Question 01.10
With reference to the stages/steps in the new product development process, the second stage
or step in the process is known as:

- a) Market development
- b) Test marketing
- c) Idea generation
- d) Idea screening

Question 01.11
Fill in the blank with the appropriate word in reference to services marketing:

_______________ means the quality of services may vary greatly depending on who provides
them and when, where, and how they are provided.

- a) Intangibility
- b) Variability
- c) Inseparability
- d) Perishability
Question 01.12
Setting a price based on buyer’s perceptions of value rather than on the seller’s cost is termed as?

a) Cost based pricing
b) Product bundle pricing
c) Value based pricing
d) Loss leader pricing

Question 01.13
Setting a price set to induce customers to purchase goods based on their emotional reactions rather than rational thoughts is known as:

a) Competitor oriented pricing
b) Internal oriented pricing
c) Psychological pricing
d) Breakeven analysis

Question 01.14
A network made up of the company, suppliers, distributors and ultimately customers who “partner” with each other to improve the performance of the entire system is known as:

a) Value delivery network
b) Marketing channel
c) Intermediary
d) None of the above

Question 01.15
You are devising the promotion mix for a business-to-business product targeted at business organizations. Which of the following elements of the promotional mix would be most appropriate?

a) TV advertising, sales promotion and consumer fairs
b) Personal selling, trade fairs and trade magazine advertising
c) Consumer fairs, consumer promotions and TV advertising
d) Consumer promotions, consumer fairs and radio advertising
Question 01.16
An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. The three possible Advertising objectives are:

   a) Informative, creative and reminder advertising
   b) Informative, persuasive and creative advertising
   c) Creative, persuasive and reminder advertising
   d) Informative, persuasive and reminder advertising

Question 01.17
The process of measuring and evaluating the results of marketing strategies and plans and taking corrective action to ensure objectives are achieved is termed as:

   a) Marketing audit
   b) Marketing control
   c) SWOT analysis
   d) Marketing implementation

Question 01.18
Advertising that appears while consumers are surfing the Web, including display ads, search-related ads, online classifieds and other forms are known as:

   a) Spam
   b) Online advertising
   c) Viral marketing
   d) Search engine optimization

Question 01.19
Strategies that strongly position the company against competitors and give the company the strongest possible strategic advantage is:

   a) Customer orientation
   b) Competitive marketing strategies
   c) Competitive advantage
   d) Benchmarking
Question 01.20
A company that focuses on customer development in designing its marketing strategies and delivering superior value to its target customers is known as:

a) Internal-centered company
b) Customer-centered company
c) Market-centered company
d) Competitor-centered company

(Total 20 Marks)
PART TWO

This part includes SIX compulsory short answer questions
Answer all questions.

Question 02
Explain briefly the following terms/concepts:

- Relationship marketing
- Customer satisfaction
- Customer loyalty
- Marketing concept

(Total 10 marks)

Question 03
a) What is portfolio analysis?
   (02 Marks)

b) Briefly describe the four types of SBU’s as per to Boston Consulting Group’s approach to portfolio analysis.
   (08 Marks)

(Total 10 marks)

Question 04
a) Explain the following terms:

- SWOT analysis
- Mission statement
- Marketing implementation

(06 Marks)
b) From the Buyer’s viewpoint, in this age of customer value and relationships, the four P’s might be better described as the four C’s. Identify the relevant C’s.

<table>
<thead>
<tr>
<th>Sellers View (4P’s)</th>
<th>Buyer’s View (4C’s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Place</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
</tr>
</tbody>
</table>

(04 Marks)

(Total 10 Marks)

**Question 05**

a) Briefly explain the three (03) levels of a product with the aid of a diagram.

(04 Marks)

b) Briefly explain the difference between line extension and brand extension stating relevant examples for each.

(04 Marks)

c) Identify four (04) reasons as to why new products fail?

(02 Marks)

(Total 10 marks)

**Question 06**

a) Explain one (01) internal and one (01) external factor that an organisation has to consider when setting the price for its range of products.

(04 Marks)

b) I. Briefly explain the three (03) distribution strategies that an organisation could use.

(03 Marks)

II. Recommend with justification the strategy suitable for an organisation for marketing a range of consumer durables such as refrigerators, Hi Fi systems, and televisions.

(03 Marks)

(06 Marks)

(Total 10 marks)
Question 07

a) Briefly explain the concept, need and the importance of integrated marketing communications. (4 Marks)

b) Briefly explain the following types of total promotional budget setting methods:

- Percentage-of-sales method
- Objective and task method

(4 Marks)

c) Explain the following terms in relation to marketing communication:

- Word of mouth influence
- Buzz marketing

(2 Marks)

(Total 10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO essay type questions
Answer only ONE question from this part.

Question 08
a) Describe the four (04) major bases of segmenting a consumer market, stating relevant product examples for each base and list the five (05) key requirements for effective segmentation.

(14 Marks)

b) Briefly explain the three (03) factors a firm must consider in evaluating different market segments.

(06 Marks)
(Total 20 marks)

Question 09
a) Briefly describe with the aid of a diagram the key steps/stages in the marketing research process.

(14 Marks)

b) Briefly explain the key participants and their roles of the decision making unit of a buying organisation also known as the buying center in the business buying process.

(06 Marks)
(Total 20 Marks)
(Total 100 Marks)

-END-