Professional Certificate in Marketing
05 July 2020 – Examination
PCM I 2020 – 105th Intake, 30th Year

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<thead>
<tr>
<th>Candidate’s Registration Number</th>
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<td>(As per in the examination admission form / Student ID)</td>
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<table>
<thead>
<tr>
<th>For Examiner’s use only</th>
<th>Part One</th>
<th>1st Marker</th>
<th>2nd Marker</th>
<th>Final Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examiner’s Comments</td>
<td>Question 01</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Part Two</td>
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<td></td>
<td>Question No.</td>
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<td>Question 02</td>
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<th>Second Examiner’s Comments</th>
<th>Part Three</th>
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<td>Question No.</td>
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<td>Question 13</td>
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<td>Question 15</td>
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Instructions to Candidates

Time: 0930 hrs – 1230 hrs
Duration: Three (03) hours

There are three parts in this question paper.

Part One

- This part has 40 multiple choice questions. It is a compulsory section. Candidates are expected to select the most suitable answer and tick the selected answer in the given box in the question paper itself.

Part Two

- Candidates are expected to answer the questions in the space provided in the question paper. All answers are compulsory.

Part Three

- Candidates are expected to answer only two questions out of four.
- Answers should be written in the additional supplementary answer sheets provided and they should be attached to the question paper itself.

Other Instructions

- 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.
- Always start answering a question on a new page.
- You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
- Answer the questions using:
  - Effective arrangement and presentation
  - Clarity of expression
  - Logical and precise arguments
- Illegible hand writing will be penalised.
PART ONE

Read the question and select the most appropriate answer
Tick your choice in the given space

Question 01

Question 1.1
Which of the following best describes the main function of marketing?

- a) Understanding customers’ requirements, helping the company to create products and services to satisfy them
- b) Using social media to raise customer awareness of the company’s offerings
- c) Driving customer traffic to the website and creating e-commerce revenue
- d) Creating cost-effective advertising campaigns

Question 1.2
Marketing is a business philosophy that can be best described as which of the following?

- a) Invent new products for the market
- b) Advertising products using different media
- c) Researching what competitors are making
- d) Satisfying customer needs profitably

Question 1.3
Fill in the blank with the appropriate word:

________________________ is a process that occurs within an organization whereby the functional process motivates, aligns, and empowers employees at all management levels to deliver a satisfying customer experience and molding the corporate culture.

- a) Sales orientation
- b) Societal marketing
- c) Internal marketing
- d) Viral marketing
**Question 1.4**
Fill in the blank with the appropriate word.

_________________________ is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.

- a) Manufacturing process
- b) Physical evidence
- c) Marketing mix
- d) Marketing planning

**Question 1.5**
The key elements of the marketing mix are:

- a) Product, positioning, price and promotion
- b) Product, price, place and political
- c) Product, price, place and promotion
- d) Product, political, publics and promotion

**Question 1.6**
Which of the following elements in the extended marketing mix refers to “convenience” from a consumer’s point of view?

- a) Product
- b) Physical evidence
- c) Place
- d) People

**Question 1.7**
Fill in the blank with the appropriate word.

The collection of secondary data is often referred to as ________________.

- a) Field research
- b) Desk research
- c) Primary research
- d) Experimentation

**Question 1.8**
Marketing research information is composed of the following:

- a) Primary data and secondary data
- b) Observation and selling
- c) Trade research and branding
- d) Branding and experimentation
Question 1.9
A method of data collection which involves intensive individual interviews face to face with a respondent or with a group of 5-20 respondents is known as:

- a) Secondary research
- b) Observational research
- c) Experimentation
- d) Depth interviews

Question 1.10
The decision making unit of a buying organization is called its ‘buying center’. The buying centre consists of:

- a) Buyers, influencers, deciders, gatekeepers and users
- b) Researchers, influencers, deciders, buyers and users
- c) Competitors, buyers, deciders, influencers and users
- d) Buyers, researchers, deciders, gatekeepers and users

Question 1.11
All the individuals and households who buy or acquire goods and services for personal consumption is referred to as:

- a) Consumer market
- b) Business market
- c) International market
- d) Industrial market

Question 1.12
With reference to target marketing strategies which of the following statement is incorrect?

- a) Undifferentiated marketing equals mass marketing
- b) Differentiated marketing equals segmented marketing
- c) Customized marketing equals to mass marketing
- d) Concentrated marketing equals to focused marketing

Question 1.13
Market targeting is a process of:

- a) Evaluating various segments and deciding how many and which ones to serve
- b) Act of designing the company’s offer and image in the minds of the customers
- c) Subdividing the market into clusters of customers/consumers with similar needs
- d) None of the above
Question 1.14
Which of the following statements is correct?

A. Positioning is the final stage in the overall process of target marketing.
B. A strategy, in which an organization decides to ignore market segment differences and target the whole market with one offer is known as undifferentiated marketing.

a) Only statement A is correct
b) Only statement B is correct
c) Both statements are correct
d) Both statements are incorrect

Question 1.15
The five levels of a product are:

a) Core product, actual product, basic product, augmented product and potential product
b) Core product, actual product, new product, augmented product and potential product
c) Core product, actual product, basic product, new product and potential product
d) Core product, actual product, expected product, augmented product and potential product

Question 1.16
Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is known as:

a) Price
b) Physical evidence
c) Product
d) Promotion

Question 1.17
Fill in the blank with the appropriate word.

The product mix is sometimes called the _______________ and it consists of all the products or services that a company offers to its customers.

a) Pricing strategy
b) Physical distribution management
c) Product assortment
d) Marketing myopia
Question 1.18
With reference to New Product Development Process, the first and the last stage of this process are:

- a) Idea generation and test marketing
- b) Idea screening and test marketing
- c) Idea generation and idea screening
- d) Idea generation and commercialization

Question 1.19
A service organization must consider the following service characteristics when designing its marketing programs:

- a) Intangibility, inseparability, variability, perishability and ownership
- b) Intangibility, inseparability, segmentation, differentiation and ownership
- c) Intangibility, inseparability, variability, targeting and differentiation
- d) Intangibility, differentiation, targeting, perishability and ownership

Question 1.20
The only element of the marketing mix which generates revenue to the organization is:

- a) Process
- b) Product
- c) Price
- d) Promotion

Question 1.21
A pricing strategy, whereby prices are set to induce customers to purchases goods based on their emotional rather than on rational reactions is referred to as:

- a) Cost based pricing
- b) Internal oriented pricing
- c) Psychological pricing
- d) Competitor pricing

Question 1.22
A product launch pricing strategy of setting a low price in order to breach the market quickly and produce a large sales volume is referred to as:

- a) Psychological pricing strategy
- b) Market penetration pricing strategy
- c) Loss leader pricing
- d) Market skimming pricing strategy
**Question 1.23**
Intermediaries such as supermarkets stocking a wide variety of goods for households such as groceries, food items, personal care products, confectionary, and consumer durables are known as:

- a) Brokers
- b) Distributors
- c) Modern Trade
- d) Agents

**Question 1.24**
Fill in the blank with the appropriate word.

__________________ sell direct to the final consumer and may either purchase direct from the manufacturer or deal with a wholesaler, depending on purchasing power and volume.

- a) Brokers
- b) Agents
- c) Retailers
- d) Wholesalers

**Question 1.25**
Fill in the blank with the two appropriate words:

The role of distribution is to ensure that products and services are available to target customers in the ____________ and at the ____________.

- a) Right place and right price
- b) Right place and right time
- c) Right price and right time
- d) Right price and right discounts

**Question 1.26**
A producer who directs the marketing activities primarily through personal selling and trade promotions towards channel members to induce them to carry the product and to promote it to final consumers is adopting:

- a) Push strategy
- b) Public relations strategy
- c) Pull strategy
- d) Competitive pricing strategy
Question 1.27
AIDA is a frequently used communication process model. AIDA model is:

- A) Attention, interest, desire, action
- B) Action, interest, desire, attention
- C) Action, interest, distribution, attention
- D) Attention, interest, distribution, action

Question 1.28
Fill in the blank with the appropriate word.

____________________ consists of short-term incentives to encourage purchase or sales of a product or service.

- A) Advertising
- B) Public relations
- C) Sales promotion
- D) Direct marketing

Question 1.29
The first and the last steps/stages in the selling process in correct sequence are:

- A) Prospecting and qualifying and approach
- B) Approach and follow-up
- C) Prospecting and qualifying and follow-up
- D) Pre-approach and handling objections

Question 1.30
Fill in the blank with the appropriate word:

____________________ is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any portable device.

- A) Exhibition
- B) Personal selling
- C) Direct mail
- D) Mobile marketing
Question 1.31
With reference to developing an effective communications campaign, there are seven key stages. The first and the last stage of this process in the correct order are:

- a) Designing the message and determining the communications objectives
- b) Identifying the target audience and measuring the communication results
- c) Determining the communications objective and establishing the budget
- d) Identifying the target audience and establishing the budget

Question 1.32
With reference to Ansoff’s Matrix/Product-market expansion grid, the strategy of selling more of the existing products in existing markets is termed as:

- a) Product development
- b) Diversification
- c) Market development
- d) Market penetration

Question 1.33
Fill in the blank with the appropriate words.

Marketing audit is a __________________, __________________, __________________ and periodic examination process of a company's marketing activities.

- a) Efficient, systematic, independent
- b) Comprehensive, efficient, independent
- c) Comprehensive, systematic, independent
- d) Diversification, systematic, effective

Question 1.34
The outcome of the marketing planning process, which is a written document or blueprint, indicating how the organization plans to achieve its marketing objectives is termed as:

- a) Marketing plan
- b) Marketing audit
- c) Corporate objectives
- d) Vision statement
Question 1.35
The riskiest strategy to employ when the organization moves into areas it has little or no experience is known as:

- a) Diversification
- b) Product development
- c) Market development
- d) Market penetration

Question 1.36
AML Limited undertakes the following with regard to its performance for the year.
Customer surveys / customer complaints / consumer panels

Identify the type of marketing control being adopted by AML Ltd.

- a) Efficiency control
- b) Strategic control
- c) Profitability control
- d) Customer satisfaction

Question 1.37
Which one of the following is NOT a digital platform used to reach customers via digital technologies in a cost-effective manner?

- a) E-mail marketing
- b) Hoardings
- c) Mobile marketing
- d) Interactive TV marketing

Question 1.38
Fill in the blank with the appropriate word.

_________________ is a marketing technique for making a web page appear more frequently above others in a list of results from a search engine.

- a) Digital marketing
- b) Viral marketing
- c) Permission marketing
- d) Search Engine optimization
Question 1.39
An online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services is well-known as:

☐ a) Facebook
☐ b) Instagram
☐ c) LinkedIn
☐ d) Twitter

Question 1.40
Fill in the blank with the appropriate word.

_______________ in the digital world is a term used for generating traffic and customers through organic means instead of paid advertisement.

☐ a) Earned media
☐ b) Paid media
☐ c) Big data
☐ d) None of the above

(Total 40 Marks)
PART TWO
Answer all questions in the given space.

Question 02

a) What is production concept?

b) What is the marketing concept?

(04 Marks)

Question 03

a) What is relationship marketing?
b) With reference to the ladder of customer loyalty, fill in the blanks in the correct order.

Question 04

a) Identify the key Macro environmental forces:

- ..........................................................................................................................
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b) Briefly explain any two (02) micro environmental factors of your choice

1. ............................................

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a) Identify the main four (04) sources of primary data collection methods and briefly explain any one (01) source.

1. 
2. 
3. 
4. 

Question 06

Products bought by final consumers for personal consumption is termed as consumer products. Marketers usually classify these products on how consumers go about buying them.

Identify and briefly explain two (02) types of consumer products stating product examples.

1. 

(04 Marks)
2.  

1.  

Question 07

The marketing communications mix or the promotions mix – consists of a specific blend of communication tools an organization can use effectively to build and maintain customer relationships with customers and public.

Identify and fill in the boxes below with the major marketing communication mix elements, and describe briefly any two (02) of these elements.
Question 08
a) With reference to the communication process model, fill in the blanks.

b) Identify four (04) types of media an organization could use to communicate with its target markets.

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Question 09
a) Explain the following terms:

1. Mission statement
   …………………………………………………………………………………………………………………………………………………
2. Marketing planning
   …………………………………………………………………………………………………………………………………………………

b) It is important that marketing objectives must conform to the SMART criteria.

What is SMART?

S …………………………………………………………………………………………………………………………………………………
M …………………………………………………………………………………………………………………………………………………
A …………………………………………………………………………………………………………………………………………………
R …………………………………………………………………………………………………………………………………………………
T …………………………………………………………………………………………………………………………………………………

(04 Marks)

Question 10

a) Briefly explain two (02) different types of audit an organization has to conduct and their key purpose.

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2. .................................

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(04 Marks)

Question 11

a) Briefly explain the following terms:

1. What is permission marketing?

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2. What is social media marketing?

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b) Identify four (04) key advantages of using digital marketing.

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(04 Marks)

(04 Marks x 10 Questions)

(Total 40 Marks)
PART THREE

Select TWO (02) out of FOUR (04) questions and answer them in supplementary sheets.
Attach your answer sheets to the question paper.

Question 12

Explain the four (04) bases/variables of segmenting a consumer market giving relevant product examples for each base and list the key criteria for effective segmentation.

(10 Marks)

Question 13

Explain the five (05) stages of the Product Life Cycle Concept and identify two (02) limitations of this concept as a planning tool for marketers.

(10 Marks)

Question 14

Discuss the role and importance of pricing to a marketer and identify and explain the key factors influencing pricing decisions (the five Cs of pricing).

(10 Marks)

Question 15

Briefly describe the three (03) major levels of market coverage strategies stating relevant product examples for each strategy. List two (02) factors that should be taken into consideration in selecting the appropriate channel.

(10 Marks)

(10 Marks x 02 Questions)
(Total 20 Marks)

(Total 100 Marks)

-END-