
SUBJECT:	Marketing
DATE:	31 st August 2018
TIME:	4:00 p.m. to 7:05 p.m.

Answer **ALL** the questions in Section A and **TWO** questions from Section B.

SECTION A

Answer **ALL** the questions in this section. This section carries **40** marks.

1. Briefly explain what secondary research is. (4)
2. Briefly explain what the product life cycle is, mention its **FIVE** stages and illustrate them in a diagram. (7)
3. Define price elasticity of demand and illustrate your answer with a diagram. (4)
4. The characteristics of services are different from those of products. List **FOUR** characteristics of services that differ from those of products. (4)
5. Pricing of a product or service can be based on different strategies, one of which is the customer value-based pricing. Briefly explain this strategy. (4)
6. The macro environment is composed of **SEVEN** environments that create external forces on an organisation. List the **SEVEN** macro environments. (7)
7. List **THREE** major forces shaping the digital age. (6)
8. What are government markets? (4)

(Total: 40 marks)

Please turn the page.

SECTION B

Answer any TWO of the following questions. Each question carries equal marks. This section carries 60 marks.

9. (a) What is the micro environment? (5)
- (b) Explain **FIVE** of the micro environment factors, relating your answer to a retailer of photovoltaic panels. Provide appropriate examples for each of the mentioned factors. (25)
- (Total: 30 marks)**
10. (a) Briefly define the selling process. (4)
- (b) Explain the difference between selling, personal selling and customer relationship management. (5)
- (c) Taking the role of a salesperson, describe the **SEVEN** steps in the selling process that you would apply for an innovative vacuum cleaner and provide an example for each step. (21)
- (Total: 30 marks)**
11. (a) Define the term 'marketing research'. (3)
- (b) Briefly discuss **FOUR** steps in the marketing research process for an innovative product of your choice. (12)
- (c) Describe **THREE** research approaches you would use to collect primary data for the chosen product. Provide **ONE** example for each research approach. (15)
- (Total: 30 marks)**