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SUBJECT:	<b>Marketing</b>
DATE:	30 <sup>th</sup> April 2019
TIME:	4:00 p.m. to 7:05 p.m.

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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 define primary research. (4)
2. Briefly explain customer satisfaction and mention **TWO** associated benefits. (4)
3. List the **FOUR** Ps of the marketing mix. (4)
4. List **SIX** actors of the microenvironment close to the company that affect its ability to serve its customers. (6)
5. Briefly explain **ONE** strength and **ONE** weakness of data collection using the telephone as a method of contact. (4)
6. What is an opinion leader? Briefly describe how marketers attempt to use opinion leaders to help sell their products. (5)
7. Briefly define undifferentiated (mass) marketing. (4)
8. List **FOUR** characteristics of a *service*. (4)
9. List and briefly describe the stages of the product life cycle. (5)

**(Total: 40 marks)**

***Please turn the page.***

## SECTION B

**Answer any TWO of the following questions. Questions carry equal marks. This section carries 60 marks.**

10. (a) What is direct marketing? (5)
- (b) List **FIVE** forms of direct marketing that a company selling solar panels may use to reach potential customers. Briefly explain the relevance of each tool mentioned. (10)
- (c) Discuss **THREE** advantages of direct marketing taking the perspective of a buyer of solar panels. (15)
- (Total: 30 marks)**
11. (a) Explain the stages of the consumer buyer decision process and describe how you or your family went through this process to make a recent purchase. (15)
- (b) Marketers often target consumers before, during, or after a trigger event – an event in one’s life that triggers change. For example, on reaching eighteen, a young adult has an increased interest in buying a car. Discuss **FIVE** trigger events that may provide opportunities to target the right buyer at the right time. (15)
- (Total: 30 marks)**
12. (a) Briefly describe the **SEVEN** stages of the selling process by providing examples of a food delivery service. (14)
- (b) You are a marketing associate of a new chain of gourmet burger restaurants. The manager received an objection from a client that burgers may be unhealthy. The manager provided a clarification that the company only uses premium products. Your manager asked you to prepare a list of **FOUR** other possible objections that customers may make. Find **THREE** clarifications for each objection to help the company handle customer objections to buying burgers. Present a short report for the above objectives. (16)
- (Total: 30 marks)**