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SUBJECT:	<b>Marketing</b>
DATE:	12 <sup>th</sup> December 2020
TIME:	9:00 a.m. to 12:05 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 **EACH** term: customer needs, wants and demands. (6)
2. Briefly define the **FOUR** Ps of the Marketing Mix. (4)
3. Briefly define the economic and cultural elements of the macroenvironment. (4)
4. Briefly explain secondary data and provide **TWO** possible sources of secondary data. (6)
5. There are many ways to segment a market, but not all segmentations are effective. List **FIVE** requirements for effective segmentation. (5)
6. List the **FIVE** stages of the product life cycle. (5)
7. Briefly define cost-based pricing and list **TWO** types of costs in this type of pricing. (6)
8. Briefly define price elasticity of demand. (4)

**(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.**

9. (a) You have recently been appointed marketing manager of a local designer clothing brand. Briefly identify **FIVE** advertising media you would recommend and briefly explain **ONE** advantage and **ONE** disadvantage for **EACH** medium. (15)
- (b) Define public relations. (3)
- (c) As marketing manager of a local designer clothing brand, identify and describe **FOUR** public relations tools at your disposal. (12)
- (Total: 30 marks)**
10. (a) List and describe **FIVE** types of retailers. (10)
- (b) You are working as a marketing manager for a food retailer. Discuss **FIVE** trends impacting the future of food retailing. (20)
- (Total: 30 marks)**
11. (a) Briefly explain business-to-consumer (B2C) online marketing. (2)
- (b) You have recently been employed as a marketing executive of a company selling toys. The CEO is considering strengthening the company's online presence. Explain **FOUR** benefits of online marketing for the company. (12)
- (c) As a marketing executive for a company selling toys for children, discuss **FOUR** ways in which your company can establish an online marketing presence. (16)
- (Total: 30 marks)**