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| SUBJECT: | Marketing |
| DATE: | 9 th June 2021 |
| 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. Define consumer product, convenience product and shopping product. (6)
2. List **TWO** reasons why customer satisfaction is important. (4)
3. List the **SIX** elements of a company's marketing microenvironment. (6)
4. A sample is a segment of the population selected for marketing research to represent the population as a whole. List and define **THREE** different kinds of samples. (6)
5. Describe any **TWO** stages of the product life cycle. Provide **ONE** example for each stage. (5)
6. List and briefly describe **TWO** types of pricing strategies. (6)
7. Define public relations and list **TWO** public relations tools. (4)
8. Define salesperson and list **ONE** role of the sales force. (3)

(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) Define and describe **FOUR** types of consumer market segmentation that a company selling household appliances can utilise. Explain each segmentation type with **ONE** example. (20)

(b) Define target market. (1)

(c) Market targeting can be carried out at several different levels. Identify and describe, using examples, **THREE** market targeting strategies a company selling household appliances can utilise. (9)

(Total: 30 marks)

10. (a) Define sales promotion and discuss **THREE** sales promotion objectives for a company of your choice. (10)

(b) Elaine has recently been employed as a marketing assistant at a supermarket chain. List and explain **FIVE** consumer promotion tools that Elaine can utilise to reach sales promotion objectives. (20)

(Total: 30 marks)

11. (a) Define the terms, marketing mix and customer equity. (4)

(b) Identify and explain the **FOUR** elements of the marketing mix which apply to a new electric car. (16)

(c) Why may customer equity be a better measure of a firm's performance than current sales or market share? Discuss by providing **ONE** example for your answer. (10)

(Total: 30 marks)