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| SUBJECT: | Marketing |
| DATE: | 9th October 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. Give **TWO** reasons why marketers must be careful to set the right level of expectations. (4)
2. Briefly define 'exchange' and give **ONE** reason why marketers take action to build and maintain desirable exchange relationships. (4)
3. Define the Selling concept and the Marketing concept. (4)
4. List the **SEVEN** elements of a company's marketing macroenvironment. (7)
5. List **FOUR** factors affecting consumer behavior. (4)
6. Draw a diagram showing the sales and profits over the product's life cycle. (5)
7. List the **SEVEN** steps of the selling process. (7)
8. Briefly define the marketing mix, and list the **FOUR** components of the marketing mix for goods. (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.

9. (a) Define segmentation and briefly describe **ONE** benefit of segmentation. (5)
- (b) A company selling video games would like to segment their target market. List **FOUR** major segmentation variables for consumer markets and discuss **TWO** examples for **each** variable, in the context of a video game company. (16)
- (c) Discuss **THREE** requirements for effective segmentation of video games buyers. (9)

(Total: 30 marks)

10. (a) Define the term 'marketing research'. (3)
- (b) Discuss **FOUR** steps in the marketing research process for innovative in-ear earphones. (12)
- (c) A research firm is interested in collecting primary data on the use of social media by young people. Identify **THREE** research approaches the firm can utilise, and explain what **each** research approach is best suited for. (15)

(Total: 30 marks)

11. (a) Define direct marketing. (1)
- (b) List and define **FIVE** forms of direct marketing techniques that a company selling digital books can utilise and briefly discuss the benefits or limitations of **each** technique. (20)
- (c) You have recently been appointed a marketing executive at a company selling digital books. Identify **THREE** actions you can take to set up the online presence of the company and briefly explain why it is important to implement **each** action. (9)

(Total: 30 marks)