



SUBJECT: **Marketing**
DATE: 4th May 2022
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 marketing, market and market offerings. (3)
2. Define the production concept and the product concept. (4)
3. Explain primary data and provide **ONE** research approach for primary data. (4)
4. Explain the concept of Integrated Marketing Communications. Provide **ONE** example that describes how an organisation of your choice has implemented this concept. (3)
5. Briefly explain the **FOUR** Ps of the marketing mix by providing an example of **each** P as it applies for an organisation that produces handmade soap products. (8)
6. Define advertising objective and provide **FOUR** examples of possible advertising objectives. (6)
7. Define online advertising, viral marketing and online social networks. (6)
8. Define marketing (distribution) channel. Provide **TWO** examples of marketing (distribution) channels for a company selling skincare products. (6)

(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. Stephen has recently been employed as a marketing executive of a company producing DVD players.
- (a) List and briefly explain the stages of the product life cycle for this company. (5)
 - (b) Present a diagram showing the sales and profits over the product's life cycle. (5)
 - (c) The company has sustained success in the maturity stage of the product life cycle for the last 10 years but is now experiencing decline. Discuss **FOUR** strategies that Stephen can consider to continue to evolve to meet changing consumer needs and wants during the decline phase. (20)

(Total: 30 marks)

10. (a) Define the terms price and price elasticity. (3)
- (b) Marta is a marketing manager working for an airline. Discuss the importance of pricing for this company. (6)
- (c) Explain the **THREE** major pricing strategies that an airline can utilise. (15)
- (d) The CEO asked Marta to introduce a cost-based strategy for online ticket sales. Identify and discuss **THREE** types of costs that an airline typically incurs. (6)

(Total: 30 marks)

11. (a) Define public relations (PR) and discuss **THREE** reasons why PR is becoming increasingly important. (9)
- (b) As marketing manager of a local jewellery brand, identify and discuss **SEVEN** public relations tools that you have at your disposal. (21)

(Total: 30 marks)