



SUBJECT: **Marketing**
DATE: 4th September 2023
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. Marketing is defined as the process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Describe **THREE** outcomes of creating customer value. (6)
2. List the **THREE** added components of the marketing mix in the case of services. (3)
3. Define and give **ONE** example of **each** of the following consumer products: shopping product and unsought product. (6)
4. Define public relations and list **FOUR** public relations tools. (6)
5. Distinguish between click-only companies and click-and-mortar companies. (4)
6. Explain the terms 'marketing channel (distribution channel)' and 'channel level'. (4)
7. List the **FIVE** stages of the consumer buying behaviour process. (5)
8. Define sales promotion. Provide **THREE** examples of consumer sales promotion tools. (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. Amy has recently been employed as a marketing executive of a company selling a new range of health-food products. She is considering using market segmentation in order to design a customer-driven marketing strategy.
- (a) Briefly define market segmentation and explain **TWO** of its benefits in consumer markets. (4)
 - (b) List **FOUR** major segmentation variables that Amy could use to segment the consumer market, and briefly discuss **TWO** examples for **each** variable in the context of health-food products. (16)
 - (c) Discuss the **FIVE** requirements for effective segmentation, as they apply to consumers of health-food products. (10)

(Total: 30 marks)

10. Tony has recently been employed to assist the marketing team of a company producing breakfast cereals. The company's marketing team is considering whether to conduct market research to gain customer insights.
- (a) Define the term 'marketing research' and outline the steps involved in the marketing research process. (6)
 - (b) Explain the relevance of marketing research to the cereal company. (6)
 - (c) Tony is undecided about which research approach the company should use to collect primary data. Identify **THREE** different research approaches, and explain what **each** research approach is best suited for. (18)

(Total: 30 marks)

11. (a) Define macroenvironment. (4)
- (b) Identify and briefly describe the elements that make up the macroenvironment. (6)
 - (c) Discuss how the elements of the macroenvironment affect airline companies. Discuss **FOUR** elements of the macroenvironment. (20)

(Total: 30 marks)