



---

SUBJECT:	<b>Marketing</b>
DATE:	25 <sup>th</sup> April 2018
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. Distinguish briefly between a product and a service. (4)
2. Differentiate between retailers and wholesalers. (4)
3. State **TWO** advantages and **TWO** disadvantages of performing research through digital questionnaires. (4)
4. Differentiate between the production and the product concepts. (4)
5. What is cost based pricing? (4)
6. Mention **TWO** reasons why customer loyalty and retention are important. (4)
7. List **FOUR** factors affecting the consumer buying behaviour. (4)
8. Differentiate between demographic segmentation and psychographic segmentation and include **TWO** examples for each of the segmentation. (6)
9. Define the marketing mix and list the components of the marketing mix for services. (6)

**(Total: 40 marks)**

***Please turn the page.***

## SECTION B

**Answer any TWO of the following questions. Each question carries equal marks. This section carries 60 marks.**

10. (a) Explain the difference between the micro and macro environment. (10)
- (b) List and explain **FIVE** of the factors affecting the macro environment. (10)
- (c) How will the **FIVE** chosen environments, in question (b) affect an electric car manufacturer? (10)
- (Total: 30 marks)**
11. (a) List the **FIVE** stages of the consumer buyer decision process. (10)
- (b) Explain and discuss the consumer buyer decision process for a product of your choice. (20)
- (Total: 30 marks)**
12. (a) What is direct marketing? (4)
- (b) List **THREE** benefits of direct marketing to buyers. (3)
- (c) List **THREE** benefits of direct marketing to sellers. (3)
- (d) Discuss **FIVE** direct marketing techniques that an insurance company may utilise. (20)
- (Total: 30 marks)**