
SUBJECT: **Marketing**
DATE: 30th August 2019
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. Briefly define qualitative data. (4)
2. Briefly explain customer relationship management and mention **TWO** of its benefits. (4)
3. Identify **ONE** benefit and **ONE** challenge for a company to participate in an online social network. (4)
4. List **SIX** environments of the macroenvironment that create external forces on an organisation. (6)
5. Briefly explain **ONE** strength and **ONE** weakness of direct-mail marketing. (4)
6. List **FOUR** characteristics affecting consumer buying behaviour and briefly explain **ONE** of them. (5)
7. Briefly define differentiated (segmented) marketing. (4)
8. List the **THREE** levels of a product. (3)
9. List **THREE** possible advertising objectives and give **ONE** example for each objective. (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.

10. (a) Briefly define the term 'price' from the perspective of a customer. (3)
- (b) Explain the **THREE** major pricing strategies. (12)
- (c) You are the marketing manager of a company selling mobile phones and you noticed that one of your competitors has just introduced a model which is 25% cheaper than your model, targeting the same market segment. Discuss **FIVE** possible alternatives that your company can take to respond to competition. (15)
- (Total: 30 marks)**
11. (a) Define societal marketing and explain **THREE** of its essential features. (10)
- (b) Explain the relevance of societal marketing for each element of the marketing mix for a company of your choice. (20)
- (Total: 30 marks)**
12. (a) List the stages of the product life cycle. (5)
- (b) Describe or present a diagram how the sales change across the product's life cycle. (5)
- (c) You have been appointed as a marketing executive of a company that recently introduced new electric cars. Discuss the marketing objectives you envisage at each stage of the life cycle and propose **THREE** effective strategies for each stage. (20)
- (Total: 30 marks)**