



SUBJECT:	Marketing
DATE:	1 st September 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. Briefly define customer needs, wants, and demands. (3)
2. List **THREE** forms of direct marketing techniques. (3)
3. List and briefly define the **THREE** types of marketing research objectives. (6)
4. Define marketing channel (distribution channel), and distinguish between direct and indirect marketing channels. (7)
5. List and briefly define **THREE** segmentation variables for consumer markets. (6)
6. Briefly define advertising and list **TWO** different advertising media. (3)
7. List and define **THREE** online marketing domains models. (6)
8. List and describe the **THREE** levels of products and services. (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. (a) Oliver has recently been appointed marketing executive of a plant shop that sells a variety of indoor and outdoor plants. List the **SIX** elements of this company's microenvironment, and explain how **each** element applies to this plant shop. (12)
- (b) List and explain **SIX** factors in the company's macroenvironment that may provide a competitive advantage. Provide **ONE** example for **each** factor, using the context of the plant shop mentioned in 9(a) above. (18)

(Total: 30 marks)

10. (a) Briefly define consumer buyer behaviour. (3)
- (b) Identify **TWO** characteristics affecting consumer buying behaviour and explain how these characteristics are relevant when buying a new electric bike. (6)
- (c) List the **FIVE** stages of the consumer buyer decision process and explain how a young adult may go through these stages when buying a new electric bike. (15)
- (d) When a buyer recognises a problem or a need, the buyer is normally triggered by two types of stimuli. List and explain the **TWO** types of stimuli. (6)

(Total: 30 marks)

11. (a) List and explain the **FIVE** different marketing management orientations. Provide **ONE** example for **each** orientation. (20)
- (b) Consider a company of your choice and discuss which marketing management orientation you believe the company is following. Provide **FOUR** justifications to strengthen your argument. (10)

(Total: 30 marks)