



SUBJECT:	Marketing
DATE:	3 rd May 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. Define customer relationship management, customer value and customer satisfaction. (6)
2. Explain marketing myopia. (3)
3. Define the marketing environment. Explain the difference between the microenvironment and the macroenvironment. (4)
4. Distinguish between primary data and secondary data. (4)
5. Distinguish between cost-based pricing and customer value-based pricing. (6)
6. Define market segmentation, market targeting and market positioning. (6)
7. List the **SEVEN** steps involved in the personal selling process. (7)
8. Distinguish between retailing and wholesaling. (4)

(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) Define direct marketing. (2)
(b) Direct marketing offers numerous benefits. Compare the benefits of direct marketing to buyers against the benefits of direct marketing to sellers. (12)
(c) Online marketing, a form of direct marketing, is growing exponentially. The Internet has given marketers a whole new way to create value for customers and build customer relationships. As a marketing executive for an insurance company, list and discuss **FOUR** ways in which the company can establish an online marketing presence. (16)

(Total: 30 marks)

10. (a) Define the Product Life Cycle and discuss how the concept of the Product Life Cycle can be useful for a marketer. (5)
(b) Evaluate potential problems with the concept of the Product Life Cycle. (5)
(c) As a marketing manager of a company producing soft drinks, discuss how the marketing objectives, and the promotion strategy, change at each stage of the product life cycle. Discuss your answer by using examples. (20)

(Total: 30 marks)

11. Consumer buying behaviour is affected by several external and internal influences. It is important that a marketing manager understands the factors influencing consumer buying behaviour when planning their marketing strategies. Discuss **FOUR** major factors influencing consumer buying behaviour that a clothing retailer should consider. (30)

(Total: 30 marks)