

MATRICULATION EXAMINATION
ADVANCED LEVEL
SAMPLE PAPER

SUBJECT: MARKETING
PAPER: I
DATE: xxxxxxxx
TIME: xxxxxxxx

Section A: Answer all questions in this section.

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| 1 | Explain the concepts of customer needs, wants and demands. | (6 marks) |
| 2 | What is primary research? | (4 marks) |
| 3 | Define customer equity | (4 marks) |
| 4 | What is meant by competitive marketing intelligence? | (4 marks) |
| 5 | Describe cognitive dissonance in consumer buying behaviour. | (4 marks) |
| 6 | List the main requirements for effective segmentation. | (5 marks) |
| 7 | What are the levels of a product? | (4 marks) |
| 8 | Describe the product orientation of an organization. | (4 marks) |
| 9 | Illustrate with a diagram the stages of the product life cycle. | (5 marks) |
| 10 | Define price elasticity. | (4 marks) |
| 11 | Distinguish between vertical and horizontal marketing channels. | (6 marks) |
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Section B: Answer two questions from this section.

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| 12 | Discuss the main components of the micro and macro environment for a company of your choice. | (25 marks) |
| 13 | What is the process that a household goes through in deciding to buy and choose among different types of family holidays? | (25 marks) |
| 14 | Discuss and outline the marketing research process, which a marketing manager would go through to obtain feedback from customers. | (25 marks) |