

MATRICULATION EXAMINATION
INTERMEDIATE LEVEL
SAMPLE PAPER

SUBJECT: MARKETING

DATE: XX MMMMMMMM 201Y

TIME: xxxx

SECTION A

Answer all questions in this section.

1. List the different marketing management orientations that companies may adopt. (5 marks)
 2. Distinguish between a company's macro and micro marketing environment. (8 marks)
 3. What is the difference between primary and secondary research? (6 marks)
 4. Briefly describe market segmentation. (4 marks)
 5. List the steps of the consumer buying process in the case of photovoltaic (solar) panels. (5 marks)
 6. Differentiate between the intangibility and inseparability of services. (6 marks)
 7. Briefly describe what is meant by a brand. (3 marks)
 8. Define direct marketing. (3 marks)
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SECTION B

Answer 2 questions from this section.

9. (a) Briefly distinguish between advertising and public relations (9 marks)
(b) Discuss the different activities an organization may undertake in its public relations efforts. Relate to an example of an organization of your own choice. (21 marks)
10. Describe the different pricing policies and their components. Discuss and provide commercial examples for each. (30 marks)
11. Describe and discuss the different types of channels of distribution a manufacturer of smartphones may consider to reach its customers. (30 marks)