

## SECTION A (32 marks)

Answer **ALL** the questions from this section in the spaces provided below each question.

1. State **three** ways in which feedback is important in a communication. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_
2. Control is one of the stages in the marketing communication development process. List **three** factors that should form the basis of such control. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_
3. List **three** forms of product advertisements that a firm can undertake. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_
4. List **three** types of house journals that a firm can produce for its targets of publication exercise. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_
5. Identify **three** tasks that are commonly performed by an outside-order-taker salesperson. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_
6. List **three** basis on which a firm may organize its salesforce. (3 marks)  
(i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_

7. List **three** types of allowances that a manufacturer can give to his retailers as a form of trade sales promotion. (3 marks)

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

8. State **four** advantages to an organization that embraces database marketing. (4 marks)

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

9. List **four** types of direct mail that a firm may use in its direct marketing communication. (4 marks)

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

10. List **three** publicity tools that a firm may use. (3 marks)

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

**SECTION B (68 marks)**

Answer any **FOUR** questions from this section in the spaces provided after question 15.

11. (a) Outline **six** techniques that a salesperson may use to deal with objections raised by a potential customer during a sales presentation. (9 marks)
- (b) There are certain objectives that the sender of a communication should ensure are met for the communication to be effective.  
Explain **four** such objectives. (8 marks)
12. (a) Highlight **six** objectives of a consumer sales promotion that may be undertaken by a firm. (9 marks)
- (b) One of the forms of direct marketing communication is telemarketing.  
Explain **four** benefits to a firm that undertakes this form of direct marketing communication. (8 marks)
13. (a) Describe **six** contents of the job description as used in the recruitment of salespersons. (9 marks)
- (b) Describe **four** functions of public relations in an organization. (8 marks)
14. (a) Highlight **six** factors that a firm should consider in selecting a media to use for its advertising campaign. (9 marks)
- (b) The use of direct marketing communication by firms has grown tremendously in the recent past.  
Explain **four** factors that may account for the growth in use of this form of marketing communication. (8 marks)
15. (a) Outline **six** methods that a firm could use in determining the size of its advertising budget. (9 marks)
- (b) Market segmentation is an important aspect of the marketing communication development process.  
Explain **four** reasons that may account for the importance of this aspect. (8 marks)