

PRINCIPLES & PRACTICES OF MARKETING.

1. (a) Describe **five** marketing activities which must be performed to move products from producers to consumers. (10 marks)
- (b) A certain retailing store has reduced the price of certain consumer products. Explain **five** benefits that the retailer may derive from such price reductions. (10 marks)
2. (a) Pata Company Limited has decided to use direct mail as a medium for its direct marketing communication. Explain **five** advantages of using this medium. (10 marks)
- (b) ABC Company Limited has decided to adopt the marketing concept in its operations. Highlight **five** guidelines that the company should follow when executing the marketing concept. (10 marks)
3. (a) Tembo Company Limited has noticed that one of its products has reached the decline stage. Explain **four** factors that may have led to this situation. (8 marks)
- (b) A certain firm has been receiving numerous customer complaints about service delivery by its marketing staff. Highlight **six** aspects of service delivery that the customers may be complaining about. (12 marks)
4. (a) Describe **four** features of an effective marketing information system. (8 marks)
- (b) Explain **six** factors in the retail marketing environment that retailers must constantly monitor in order to survive. (12 marks)
5. (a) Describe **four** characteristics which distinguish direct marketing from other marketing communication methods. (8 marks)
- (b) XYZ Company Limited has integrated computers in its point-of-sale operations. Explain **six** advantages of this move to the firm. (12 marks)
6. (a) One of the stages in a new product development process is the idea screening stage. Explain the importance of this stage. (10 marks)
- (b) A marketing manager should obtain marketing intelligence about developments in the marketing environment on a daily basis. Highlight **five** sources from which such intelligence may be obtained. (10 marks)
7. (a) Describe **six** steps that a firm should follow when establishing the price of a new product. (12 marks)
- (b) Explain **four** ways in which the customers of a firm would give indicators of satisfaction with its products. (8 marks)