1. (a) Explain **five** circumstances under which an organization may adopt the selling concept in its marketing operations. (10 marks)

   (b) Palco Ltd, manufacturers of beauty products, would like to clearly define its publics. Describe these publics of the firm. (10 marks)

2. (a) Consumer decision making process entails certain steps. Describe these steps. (10 marks)

   (b) Zambo Ltd intends to launch a new washing detergent into the market. Outline **five** positioning strategies that the organization could adopt. (10 marks)

3. (a) Sapro Ltd intends to adopt strategies for reducing production cost rather than increasing prices. Explain **six** strategies that the organization could adopt. (12 marks)

   (b) John recently won some money in a lottery and intends to invest in a hotel business. Highlight **four** factors that should guide him in setting prices for his products. (8 marks)

4. (a) Rospa Manufacturer Ltd has decided to use retailers for the distribution of its products. Explain **five** reasons that may account for this preference. (10 marks)

   (b) Explain **five** ways in which a learning institution could reduce service intangibility. (10 marks)

5. (a) Poshi Ltd uses patronage awards as a sales promotion tool. Outline **five** objectives of such a promotion tool. (10 marks)

   (b) Explain **five** factors that an organization should consider in determining the attractiveness of a target market segment. (10 marks)

6. (a) There are certain organizational internal factors that may trigger a purchase decision. Outline **five** of these factors. (10 marks)

   (b) Wote Ltd recently introduced several new products into the market. Explain **five** reasons for such a move. (10 marks)

7. (a) Zabro Ltd whose sales have been declining steadily intends to stimulate sales. Outline **five** provisional pricing techniques that the firm should use. (10 marks)

   (b) Zudi Ltd is in the process of selecting distribution agents for its products. Outline the criteria that it could use in the selection of the agents. (10 marks)