

# KASNEB

## DCM LEVEL III

### MARKETING AND CUSTOMER RELATIONS

#### PILOT PAPER

September 2015.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

#### QUESTION ONE

(a) Explain the following terms as used in marketing:

- (i) Utility. (2 marks)
- (ii) Demand. (2 marks)
- (iii) Exchange. (2 marks)
- (iv) Service Charter. (2 marks)
- (v) Viral marketing. (2 marks)

(b) Discuss five main functions of sales management.

(10 marks)

**(Total: 20 marks)**

#### QUESTION TWO

(a) Illustrate the key stages of the marketing research process.

(10 marks)

(b) Explain the concept of product life cycle by highlighting product characteristics at each stage.

10 marks)

**(Total: 20 marks)**

#### QUESTION THREE

(a) (i) Define the concept "market segmentation".

(2 marks)

(ii) Explain four variables used to segment consumer markets.

(8 marks)

(b) Outline the key stages in the consumer buying process.

(6 marks)

(c) Explain two pricing strategies for a new product.

(4 marks)

**(Total: 20 marks)**

#### QUESTION FOUR

(a) Explain five classifications of consumer products.

(10 marks)

(b) Sales promotion is an important aspect of marketing communication.

Explain five objectives of sales promotion.

(10 marks)

**(Total: 20 marks)**

#### QUESTION FIVE

(a) Outline five ethical considerations in marketing.

(5 marks)

(b) Corporate social responsibility is viewed by some schools of thought as a waste of organisational resources.

Critique this statement.

(15 marks)

**(Total: 20 marks)**

**QUESTION SIX**

Uwezo Investment Ltd. is considering exporting their new brand of fruit juices to the entire EAC market, and therefore require a marketing plan.

- (a) Explain the content of a marketing plan. (10 marks)
  - (b) Explain five considerations Uwezo Investment Ltd. might need to consider to attract and retain customers. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Explain the functions of public relations in a firm's marketing mix. (10 marks)
  - (b) Describe the factors that influence a firm's choice of distribution channel. (10 marks)
- (Total: 20 marks)**
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