



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 30 August 2021.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Highlight four key components of a customer service charter. (4 marks)
- (b) Analyse four reasons why a marketer needs to perform a market research. (8 marks)
- (c) Describe four brands that an organisation could adopt for identity purposes. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight two techniques that could be used to administer questionnaires during marketing research. (2 marks)
- (b) Discuss four psychological factors that might affect consumer buying choices. (8 marks)
- (c) Suggest five approaches that an organisation could make use of to provide effective customer service. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain the meaning of the following terms:
- (i) Guerilla marketing. (2 marks)
- (ii) Integrated marketing. (2 marks)
- (iii) Relationship marketing. (2 marks)
- (b) Summarise six factors that a marketer might consider when selecting a target market. (6 marks)
- (c) Give four reasons why a customer relationship management system is important in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain six common mistakes likely to be made by customer care officers. (6 marks)
- (b) Using relevant examples, describe three categories of consumer goods. (6 marks)
- (c) Discuss four marketing challenges which might be encountered in the 21st century. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Define the term "consumerism". (2 marks)
- (b) Describe four major variables that an organisation could use to segment consumer markets. (8 marks)
- (c) Analyse five benefits of global marketing to business organisations. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Summarise four benefits of personal selling. (4 marks)
- (b) Highlight six reasons why organisations conduct promotional activities. (6 marks)
- (c) Post-purchase cognitive dissonance occurs after a consumer purchases an expensive or infrequent product and feels that the product might be of low quality or might fail to work as intended.

With reference to the above statement, suggest five approaches which a marketer could use to minimise post-purchase cognitive dissonance. (10 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Identify four product positioning methods which a marketer could apply in the market. (4 marks)
- (b) Analyse four types of perceived risks that a consumer needs to evaluate while buying products to avoid wrong choices. (8 marks)
- (c) Discuss four reasons why sales teams need to be trained regularly. (8 marks)

(Total: 20 marks)

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