

KASNEB

DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 23 May 2016.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Highlight two differences between “marketing” and “selling”. (2 marks)
- (b) Describe the process of adopting a new product in the market. (10 marks)
- (c) Explain four psychological factors that could influence consumer buying choices. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Describe the following terms as used in marketing:
- (i) Customer loyalty management. (2 marks)
- (ii) Loyalty index. (2 marks)
- (iii) Customer satisfaction. (2 marks)
- (b) Explain five instances in which firms could utilise market research information. (10 marks)
- (c) Highlight four benefits that an organisation could gain from branding its products. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) One of the emerging trends in customer service is the offering of services through call centres.

Required:

With reference to the above statement:

- (i) Explain three factors that could have contributed to the growth of this trend. (6 marks)
- (ii) Discuss three disadvantages of using a call centre as a mode of serving customers in an organisation. (6 marks)
- (b) Discuss four measures a marketer could observe while undertaking customer perception survey. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Outline five roles of a marketing plan. (5 marks)
- (b) Discuss five sustainable marketing principles that guide a marketing system. (10 marks)
- (c) Highlight five characteristics of a good market research manager. (5 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) (i) Define the term “marketing intermediaries”. (2 marks)
- (ii) Describe four marketing intermediaries which manufacturing firms could utilise. (8 marks)
- (b) Suggest five methods which a customer care provider could use to improve listening skills. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Enumerate five functions of a salesperson. (5 marks)
- (b) Discuss five factors a marketer could consider when choosing a market coverage strategy. (10 marks)
- (c) Businesses could attempt to extend the maturity phase of a product's life by extension strategies.

Required:

Outline five extension strategies that could be used by a business organisation. (5 marks)
(Total: 20 marks)

QUESTION SEVEN

- (a) Highlight four challenges of international service marketing. (4 marks)
 - (b) Discuss four benefits of retaining customers through effective customer service. (8 marks)
 - (c) Explain four ways that a marketer could use to position products in the market. (8 marks)
- (Total: 20 marks)**
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