



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 20 May 2019.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Explain four qualities of an effective exhibition. (4 marks)
- (b) Describe three types of market segmentation. (6 marks)
- (c) (i) With reference to international marketing, differentiate between “standard global marketing” and “adopted global marketing”. (4 marks)
- (ii) Summarise three roles of marketing in economic development of a country. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Define the term “branding”. (2 marks)
- (ii) Discuss five benefits of branding as a marketing tool. (10 marks)
- (b) Suggest four measures that an organisation could put in place to improve its customer service standards. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) State five benefits of electronic data interchange (EDI). (4 marks)
- (b) Discuss three external factors which could affect the marketing mix. (6 marks)
- (c) Analyse five reasons why customer feedback is essential to a marketer. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Justify four reasons why a marketer should study consumer buying behaviour. (8 marks)
- (b) Highlight six benefits of advertising goods and services on the internet. (6 marks)
- (c) Analyse three functions of customer service charter in an organisation. (6 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) State five benefits of face to face selling. (5 marks)
- (b) Summarise five gains that could accrue to a salesman from effective training. (5 marks)
- (c) (i) Define the term “customer value”. (2 marks)
- (ii) Suggest four approaches which a marketer could use to build strong customer loyalty in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Suggest four reasons why it is important for an organisation to prepare a marketing plan. (4 marks)
 - (b) Discuss three major types of consumer buying situations. (6 marks)
 - (c) Analyse five basic rights of consumers as outlined in the United Nations guidelines for consumer protection. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) Explain the term “direct marketing”. (2 marks)
 - (ii) State three factors that could make an organisation change its marketing strategy. (3 marks)
 - (b) Suggest five factors which could influence an organisation to undertake market segmentation. (5 marks)
 - (c) Discuss five demerits of conducting marketing research in an organisation. (10 marks)
- (Total: 20 marks)**
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