



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 17 May 2021.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

**QUESTION ONE**

- (a) (i) Explain the term “team selling”. (2 marks)
- (ii) Analyse four benefits of team selling as a sales strategy. (8 marks)
- (b) Suggest four reasons why an organisation needs to conduct a customer satisfaction survey. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Summarise four roles of a website in marketing. (4 marks)
- (b) Discuss three barriers to effective customer service. (6 marks)
- (c) Describe the stages involved in the marketing process. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) (i) Distinguish between “complex buying behaviour” and “dissonant buying behaviour”. (4 marks)
- (ii) Analyse four psychological factors which might influence consumer buying behaviour. (8 marks)
- (b) Suggest four benefits which a marketer might gain from building a long-term relationship with customers. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Explain four practices that an organisation could undertake to enhance good reputation. (4 marks)
- (b) With reference to marketing mix, summarise four functions of packaging. (8 marks)
- (c) Suggest four possible risks likely to occur while buying products online. (8 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Define the term “customer loyalty”. (2 marks)
- (b) Discuss four reasons why listening to customers is essential to an organisation. (8 marks)
- (c) Analyse four limitations which might be encountered while conducting a survey. (4 marks)
- (d) Describe three categories of consumer products. (6 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Outline four channels which an organisation could put in place for customers to present their feedback and complaints. (4 marks)
  - (b) Analyse three reasons why marketers need to understand consumer buying behaviour. (6 marks)
  - (c)
    - (i) Define the term “telemarketing”. (2 marks)
    - (ii) Discuss four advantages of telemarketing. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Explain four reasons why organisations advertise goods and services on television. (4 marks)
  - (b) Analyse four reasons why marketers recruit salespersons. (8 marks)
  - (c) Discuss four functions of market planning. (8 marks)
- (Total: 20 marks)**
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