

KASNEB

DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 21 November 2016.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Describe the following methods of penetrating a foreign market:
- (i) Exporting. (2 marks)
 - (ii) Joint venturing. (2 marks)
 - (iii) Licensing. (2 marks)
- (b) Discuss four difficulties that sales managers could encounter when marketing commodities. (8 marks)
- (c) Explain the role of packaging in the marketing of a company's products. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Explain the term "geographic segmentation" in the context of marketing. (2 marks)
- (ii) Highlight three demographic variables that could be used to segment markets. (3 marks)
- (b) Summarise five benefits that an organisation could derive from its public relations activities. (5 marks)
- (c) Analyse five factors that an organisation should consider when determining the choice of a suitable distribution channel. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Define the term "customer database". (2 marks)
- (ii) Summarise four types of information that an organisation could maintain in a customer database. (4 marks)
- (b) Discuss the four stages of consumer buying decision process. (8 marks)
- (c) Suggest six reasons why organisations collect customer service information. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain four distinctions between "traditional media" and "digital media". (4 marks)
- (b) Describe four techniques of collecting marketing intelligence. (8 marks)
- (c) Discuss four approaches a marketer could use to position product and service offerings. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Outline five characteristics of a good brand name. (5 marks)
- (b) (i) Define the term "mobile marketing". (2 marks)
- (ii) Discuss four merits of using mobile marketing. (8 marks)
- (c) Explain five guidelines a marketer could use to develop a customer service charter. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight four features of good customer service. (4 marks)
 - (b) Discuss five reasons why a marketer could use a low-price strategy to gain market penetration. (10 marks)
 - (c) Explain three social criticisms associated with marketing. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Enumerate two principles that guide customer-focused selling. (2 marks)
 - (b) Evaluate four techniques used by marketers to measure customer value. (4 marks)
 - (c) Analyse three market research approaches a marketer might use to collect primary data. (6 marks)
 - (d) Discuss four benefits an organisation could gain from adopting marketing concept as a business approach. (8 marks)
- (Total: 20 marks)**

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