



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 26 November 2018.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) (i) Explain the meaning of “customer relationship management”. (2 marks)
- (ii) Highlight three benefits of customer relationship management to an organisation. (3 marks)
- (b) With reference to marketing information, highlight five internal sources of primary data. (5 marks)
- (c) Analyse five demerits of using television to advertise goods and services. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Describe the five stages of buyer’s decision process for a new product. (10 marks)
- (b) Explain two guidelines to effective listening for customer care staff. (2 marks)
- (c) Analyse four benefits of using social media to market goods and services. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Summarise five advantages of preparing a marketing plan. (5 marks)
- (b) Suggest five approaches which an organisation could use to enhance its corporate image. (5 marks)
- (c) Discuss five ways in which globalisation has influenced marketing. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Highlight four characteristics of a good brand name. (4 marks)
- (b) Explain four unethical practices associated with advertisements. (4 marks)
- (c) Distinguish between “micro environment” and “macro environment”. (4 marks)
- (d) Social classes are important to a marketer because they influence the buyer behaviour.
- With reference to the above statement, discuss four characteristics of social classes. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four reasons why it is important for salesmen to undertake a customer post sale follow up. (4 marks)
- (b) Suggest four target market strategies that a marketer might use to secure global markets. (8 marks)
- (c) Analyse four situations which could make it difficult for an organisation to satisfy the customers. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

(a) Advertising plays a major role in consumption of conspicuous goods.

With reference to the above statement, explain two features of a conspicuous product. (2 marks)

(b) With the use of relevant examples, describe the four major segmentation variables for consumer markets. (8 marks)

(c) Analyse five stages of the marketing process. (10 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Explain four ways which an organisation could use to improve its customer service. (4 marks)

(b) State four reasons why organisations pack commodities. (4 marks)

(c) Differentiate between “transactional marketing” and “relationship marketing”. (4 marks)

(d) Discuss four major online marketing domains. (8 marks)

(Total: 20 marks)

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