



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 23 November 2020.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Explain the term "societal marketing". (2 marks)
- (b) In relation to marketing mix, justify four reasons why marketing promotion is essential to an enterprise. (8 marks)
- (c) Suggest five reasons why customers would avoid long term relationship with suppliers. (10 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) Outline four non-verbal buying signals exhibited by customers that salespeople could look out for when making a sales presentation. (4 marks)
- (b) Discuss four challenges a marketer is likely to face when formulating new marketing objectives. (8 marks)
- (c) Analyse four factors which could influence consumer satisfaction with a product. (8 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) Highlight four sources of marketing intelligence. (4 marks)
- (b) Discuss four measures which an organisation could take to curb unethical practices at the workplace. (8 marks)
- (c) Analyse four benefits which could accrue to an organisation from understanding customer needs and demands. (8 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) (i) Explain the meaning of the term "consultative selling". (2 marks)
- (ii) Analyse three benefits which could accrue to an organisation from using a consultative selling strategy. (6 marks)
- (b) Summarise four features of undifferentiated markets. (4 marks)
- (c) Discuss four market-expansion strategies that an organisation could use to sustain rapid market growth. (8 marks)
- (Total: 20 marks)

QUESTION FIVE

- (a) With reference to consumer behaviour,
- (i) Differentiate between "complex buying behaviour" and "total customer cost". (4 marks)
- (ii) Suggest three ways in which an organisation could reduce consumer cognitive dissonance. (3 marks)
- (b) Highlight five telephone tips which an organisation could make use of to enhance efficiency in customer service. (5 marks)
- (c) Discuss four requirements for successful market segmentation. (8 marks)
- (Total: 20 marks)

QUESTION SIX

- (a) Explain four traditional rights of sellers. (4 marks)
 - (b) Citing relevant examples, discuss three ways in which digital age has shaped the marketing landscape. (6 marks)
 - (c) Discuss five ways of improving customer perception. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Describe four factors which guide demographic segmentation. (8 marks)
 - (b) Highlight four benefits of the use of social media platforms in an organisation. (4 marks)
 - (c) Discuss four sustainable marketing principles that support the long-run performance of a marketing system. (8 marks)
- (Total: 20 marks)**
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