



kasneb

CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 31 August 2021.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) List the 4P's of marketing mix. (4 marks)
- (b) Identify four categories of new products. (4 marks)
- (c) Highlight four disadvantages of personal selling. (4 marks)
- (d) Explain four uses of a marketing plan. (8 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Summarise six roles of marketing departments in business organisations. (12 marks)
- (b) Explain four main benefits of digital marketing to an organisation. (8 marks)

(Total: 20 marks)

QUESTION THREE

- (a) (i) Define a "target market". (2 marks)
- (ii) Outline two reasons why target marketing is important to an organisation. (2 marks)
- (b) (i) Define the term "market positioning". (2 marks)
- (ii) Discuss three strategies which businesses could base their market positioning. (6 marks)
- (c) Analyse four principles of digital marketing. (8 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Highlight four differences between transactional marketing and relationship marketing. (8 marks)
- (b) With reference to distribution channels, list six functions of a retailer. (6 marks)
- (c) Explain three uses of a marketing information system. (6 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) List five barriers to effective listening. (5 marks)
- (b) Highlight five merits of oral communication in a business organisation. (5 marks)
- (c) Explain five factors that an organisation might consider when choosing a channel of communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Examine five objectives of public relations in an organisation. (10 marks)
- (b) Explain five characteristics of informal meetings. (5 marks)
- (c) Identify five benefits of written communication to an organisation. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Outline six roles of a chairman during a meeting. (6 marks)
- (b) (i) Explain the term “intranet”. (2 marks)
- (ii) Discuss three main benefits of intranet to an organisation. (6 marks)
- (c) Discuss three tips of how to handle a customer complaint. (6 marks)
- (Total: 20 marks)**
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