



kasneb

CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 21 May 2019.

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) Outline six barriers to effective marketing planning. (6 marks)
- (b) List four benefits that a seller derives from direct marketing. (4 marks)
- (c) Describe five functions performed by members of a marketing channel. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain five factors considered by marketers while setting product prices. (10 marks)
- (b) Describe five forms of direct marketing. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Enumerate six functions performed by sales representatives. (6 marks)
- (b) Highlight eight stages of new product development. (8 marks)
- (c) Describe three requirements of effective market segmentation. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Identify six benefits that could accrue to a customer from online advertising by companies. (6 marks)
- (b) Summarise four demographic trends that are of interest to marketers. (4 marks)
- (c) Highlight six guidelines followed while writing emails to customers. (6 marks)
- (d) Explain the following components of marketing:
- (i) Controllable variables. (2 marks)
- (ii) Non-controllable variables. (2 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain four speech delivery methods. (8 marks)
- (b) Citing four reasons, outline the importance of interpersonal communication. (4 marks)
- (c) Describe four types of behavioural patterns exhibited by speakers in an oral communication session. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Analyse five characteristics of effective visual aids during a presentation. (10 marks)
- (b) Summarise four benefits of video conferencing as a medium of communication. (4 marks)
- (c) (i) Explain the term "customer satisfaction". (2 marks)
- (ii) Summarise four benefits which could accrue to an organisation from loyal customers. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Your chief executive officer has given you a directive to present a justification for establishment of a public relations department in your organisation.
- In relation to the above statement, write a detailed response on the importance of public relations in an organisation. (8 marks)
- (b) State four benefits of taking notes during a meeting. (4 marks)
- (c) Summarise six benefits derived from effective formal communication in an enterprise. (6 marks)
- (d) With reference to online business communication, define the term "virtual private network (VPN)". (2 marks)
- (Total: 20 marks)**
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