



CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 18 May 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) Define the following terms as used in marketing:
- (i) Marketing. (2 marks)
 - (ii) Market offerings. (2 marks)
 - (iii) A market. (2 marks)
 - (iv) Marketing management. (2 marks)
- (b) Highlight four major geographic segmentation variables for a consumer market. (4 marks)
- (c) Summarise four roles played by a marketing sales team. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four benefits of internet marketing. (8 marks)
- (b) Explain three sources of marketing information required in making marketing decisions. (6 marks)
- (c) Discuss three elements of promotion mix. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) With reference to marketing environment:
- (i) Define the term "micro environment". (2 marks)
 - (ii) Outline five main actors in (a) (i) above. (5 marks)
- (b) Analyse four situations in which advertisement campaign could fail to meet its objectives. (8 marks)
- (c) Highlight five levels of a product. (5 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) In the context of digital marketing channels:
- (i) Define mobile marketing. (2 marks)
 - (ii) List three benefits of mobile marketing. (3 marks)
- (b) Highlight five characteristics of a good marketing research. (5 marks)
- (c) Explain the following types of marketing:
- (i) Database marketing. (2 marks)
 - (ii) Internal marketing. (2 marks)
- (d) Identify six benefits of a marketing plan. (6 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain three characteristics of effective listening. (6 marks)
- (b) You have recently been hired as a public relations officer. Highlight six tasks that you will be required to perform. (6 marks)
- (c) Explain four measures that a marketing department in an organisation could take to improve customer relations. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) List five reasons for holding a formal meeting in an organisation. (5 marks)
- (b) Explain five differences between oral and written communication. (10 marks)
- (c) Summarise five functions of business letters. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Describe six types of communication in an organisation. (12 marks)
- (b) Suggest four ways in which e-mail has changed the way businesses operate. (4 marks)
- (c) Explain four benefits of social media as a means of communication. (4 marks)
- (Total: 20 marks)**
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