



kasneb

CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 24 November 2020.

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) Explain four major steps involved in the marketing process. (4 marks)
- (b) (i) Define the term “price discrimination”. (2 marks)
- (ii) Highlight three main forms of price discrimination. (6 marks)
- (c) Describe four main purposes of promotion in marketing. (8 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Define the following types of digital marketing:
- (i) Internet marketing. (2 marks)
- (ii) Email marketing. (2 marks)
- (iii) Permission marketing. (2 marks)
- (iv) Viral marketing. (2 marks)
- (v) Mobile marketing. (2 marks)
- (b) List six steps involved in the selling process. (6 marks)
- (c) Explain the term “geographical segmentation” as used in marketing. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Summarise four main characteristics of an effective market segment. (8 marks)
- (b) Enumerate six marketing functions. (6 marks)
- (c) Analyse three components of a marketing plan. (6 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Define the term “brand loyalty” as used in marketing. (2 marks)
- (b) Propose five benefits of branding to business organisations. (10 marks)
- (c) Explain four goals of marketing intelligence in modern marketing. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) (i) Explain the term “non-verbal communication”. (2 marks)
- (ii) List three types of non-verbal communication. (3 marks)
- (iii) Summarise five functions of non-verbal communication. (5 marks)
- (b) State five benefits of teleconferencing. (5 marks)
- (c) Highlight five purposes of an agenda in a meeting. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight eight key tasks found in public relations. (8 marks)
- (b) (i) Outline two benefits of a service charter to an organisation. (4 marks)
- (ii) Identify four barriers to effective business communication. (4 marks)
- (c) Describe four tactics that could be used to capture audiences’ attention in an oral presentation. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain five purposes of horizontal communication in an accounting firm. (5 marks)
- (b) Analyse five objectives of business reports. (10 marks)
- (c) (i) Define the term “digital telephony”. (2 marks)
- (ii) List three benefits of voice over internet protocol (VOIP). (3 marks)
- (Total: 20 marks)**
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