



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 2 September 2021.

Time Allowed: 3 hours.

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

SECTION I

QUESTION ONE

- (a) Summarise four types of unethical advertising. (4 marks)
- (b) (i) Explain the term “vertical marketing system”. (2 marks)
- (ii) Evaluate three major types of “vertical marketing systems”. (6 marks)
- (c) In the recent past most of the organisations are avoiding strong consumer resistance by introducing alternative approaches that avert increasing prices of commodities. (8 marks)
- Analyse four of these approaches. (8 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Explain four main features of the marketing concept orientation. (4 marks)
- (b) Evaluate four benefits of market segmentation. (8 marks)
- (c) Analyse four factors that might influence the buyers bargaining power of a product. (8 marks)

(Total: 20 marks)

QUESTION THREE

- (a) (i) Explain the term “co-branding”. (2 marks)
- (ii) Assess four benefits of co-branding to an organisation. (4 marks)
- (b) Highlight six advantages of e-marketing. (6 marks)
- (c) Describe the steps that a marketer could follow to determine the price of a commodity. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FOUR

- (a) Analyse four benefits of a corporate sponsorship. (8 marks)
- (b) Examine four measures which a public relations officer could take against a media publishing an inaccurate story of an organisation. (8 marks)
- (c) Highlight four modern skills that a public relations practitioner should possess. (4 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) Suggest four fundraising strategies that a public relations manager might use to solicit funds from well wishers. (4 marks)
- (b) Explain six features of a poorly designed product. (6 marks)
- (c) Evaluate five unethical practices used by public relations practitioners in business. (10 marks)

(Total: 20 marks)

