

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

10.35	MARKETING AND PUBLIC RELATIONS	
THU	RSDAY: 2 September 2021.	Time Allowed: 3 hours.
Answ	er any TWO questions in SECTION I and any THREE questions in SECTION II.	ALL questions carry
equal	marks. SECTION I	
OUE	STION ONE	
(a)	Summarise four types of unethical advertising.	(4 marks)
(b)	(i) Explain the term "vertical marketing system".	(2 marks)
	 (i) Explain the term "vertical marketing system". (ii) Evaluate three major types of "vertical marketing systems". 	(6 marks)
(c)		by introducing alternative
	In the recent past most of the organisations are avoiding strong consumer resistance to approaches that avert increasing prices of commodities. Analyse four of these approaches. STION TWO	(8 marks) (Total: 20 marks)
QUES	STION TWO gran.	
(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)
QUES (a)	STION THREE (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 cmarketing.	(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	
QUES	STION 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 publish an organisation.	ing an inaccurate story of (8 marks)
(c)	Highlight four modern skills that a public relations practitioner should possess.	(4 marks) (Total: 20 marks)
QUES	STION 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)

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QUEST (a)	TION SIX Highlight four specialised services that could be provided by public relations agencies.	(4 marks)
(b)	Discuss three situations which could necessitate a product campaign launch.	(6 marks)
(c)	Evaluate five roles of an internal public relations team in an organisation.	(10 marks) (Total: 20 marks)
QUEST (a)	FION SEVEN Suggest four ways in which a public relations officer could utilise the website.	(4 marks)
(b)	Analyse four consequences likely to occur to an organisation for failing to manage a crisis.	(8 marks)
(c)	Describe four main elements of a press release.	(8 marks) (Total: 20 marks)

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