



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 29 November 2018.

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) With reference to marketing, distinguish between the following terms:
- (i) "Competitive marketing intelligence" and "competitive marketing strategies". (4 marks)
 - (ii) "Consumer generated marketing" and "consumer oriented marketing". (4 marks)
- (b) Summarise six purposes of trade promotions. (6 marks)
- (c) Discuss three elements of an effective brand positioning. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four dimensions of retail pricing decisions. (8 marks)
- (b) Analyse four reasons why a new product could fail. (8 marks)
- (c) Describe four functions of warehouses. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Explain the term "relationship marketing". (2 marks)
- (ii) Highlight five benefits of relationship marketing to an organisation. (5 marks)
- (b) Summarise five characteristics of an attractive market niche. (5 marks)
- (c) Marketing has evolved into its present day prominence over a period of time.

Required:

- Examine four eras of marketing. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Enumerate five steps taken by public relations professionals to ensure a successful public relations campaign. (5 marks)
- (b) Highlight five points on writing an effective press release. (5 marks)
- (c) Discuss five roles played by public relations consultancy firms. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four elements required from the plaintiff to prove libel. (4 marks)
 - (b) Outline five functions of public relations in an organisation. (5 marks)
 - (c) Summarise four justifications why public relations should not be confused with journalism. (8 marks)
 - (d) Identify three skills that an effective public relations professional should possess. (3 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline five elements of a public relations strategy. (5 marks)
 - (b) Outline four ethical principles which public relations practitioners should abide to. (4 marks)
 - (c) With reference to public relations, summarise five shortcomings of online media. (5 marks)
 - (d) Jefkin's six point public relations planning model is widely used by public relations practitioners worldwide during planning of public relations programmes.

With reference to the above statement, explain the six point model. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to employee relations, examine internal public relations tools. (6 marks)
 - (b) Discuss three techniques of collecting data during a public relations survey. (6 marks)
 - (c) Analyse three kinds of press events. (6 marks)
 - (d) Identify two reasons why public relations managers should create and maintain investor confidence. (2 marks)
- (Total: 20 marks)**
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