

KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

PILOT PAPER

September 2015.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) The broad objective of marketing is to maximise the firm's profits through enhanced customer satisfaction.

Explain five specific objectives of marketing. (10 marks)

- (b) Describe the key steps in the marketing management process. (10 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Demonstrate the ideal conditions for the "production concept" as a marketing management philosophy. (10 marks)

- (b) Marketing research is important in the development of a firm's marketing plan.

Describe the scope of marketing research. (10 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Explain five main determinants of the degree of consumer involvement in a purchase decision. (10 marks)

- (b) Describe five characteristics of an effective market segmentation. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Using practical examples, illustrate five classifications of industrial products. (10 marks)

- (b) Many of the new products launched into the market every year fail before their first birthday.

Explain five reasons for new product failure. (10 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) It is argued that "there is no negative publicity".

Critique the above statement. (10 marks)

- (b) Explain the contribution of public relations in a firm's marketing mix. (10 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Many firms are now shifting from traditional to integrated marketing communication.

Justify the above shift. (10 marks)

- (b) Discuss five ethical considerations in a firm's public relations campaign. (10 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Demonstrate the application of four social media platforms in a firm's marketing program. (8 marks)
- (b) Write short notes on the following terms as used in marketing:
- (i) Psychological pricing. (2 marks)
 - (ii) Consumer rights. (2 marks)
 - (iii) Price adjustments. (2 marks)
 - (iv) Selective distribution. (2 marks)
 - (v) Corporate communication. (2 marks)
 - (vi) Telemarketing. (2 marks)
- (Total: 20 marks)**
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