

KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 24 November 2016.

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) (i) Explain the term “database marketing”. (2 marks)
- (ii) Outline four merits of database marketing to an organisation. (4 marks)
- (b) Discuss four benefits which could accrue to a producer from using distribution intermediaries. (8 marks)
- (c) Summarise six decision stages for an effective promotional programme. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) With reference to experiential marketing, discuss five types of experiences which could be captured in a marketing campaign. (10 marks)
- (b) Summarise five circumstances which could lead to adoption of a marketing concept. (5 marks)
- (c) Highlight five steps that should be followed to ensure digital marketing efforts create a real impact on an organisation’s bottom line. (5 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Pricing is the process whereby a business sets the price at which it sells its products and services. With reference to the above statement, discuss the importance of pricing decisions. (10 marks)
- (b) Analyse five principles of enlightened marketing philosophy. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Highlight six communication guidelines of handling a crisis such as a terrorist attack. (6 marks)
- (b) Assess five demerits of employing an in-house public relations manager. (5 marks)
- (c) Summarise five elements of a civil libel suit. (5 marks)
- (d) Outline four roles of public relations in the communication mix. (4 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain seven techniques of handling feature journalists. (7 marks)
- (b) A headline is a heading at the top of an article or page in a newspaper.
- (i) With specific reference to the above statement, distinguish between “direct headline” and “indirect headline”. (4 marks)
- (ii) Describe five functions of headlines. (5 marks)
- (c) Highlight four instances when permission to copy could be obtained under copyright law. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Discuss five skills required of effective corporate communication professionals. (10 marks)
- (b) Analyse five merits of planning for public relations activities. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Enumerate six facets of image management. (6 marks)
- (b) Analyse four types of corporate sponsorship. (8 marks)
- (c) With reference to evaluation of public relations activities, describe the following:
- (i) Input indicators. (2 marks)
- (ii) Output indicators. (2 marks)
- (iii) Achievement indicators. (2 marks)
- (Total: 20 marks)**

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