



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

FRIDAY: 27 November 2020.

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 "market segmentation". (2 marks)
- (ii) Suggest four ways in which market segmentation could aid in marketing decision making. (8 marks)
- (b) Analyse five situations where a marketer could prefer using personal selling than advertising. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four reasons on how internet as a distribution channel has improved the level of business activities. (4 marks)
- (b) Suggest three reasons why middlemen may dislike cost-plus pricing strategy. (6 marks)
- (c) Propose three strategies which a company could use to ensure a steady demand of a commodity at mature stage. (6 marks)
- (d) Outline four factors affecting marketing effectiveness. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Assess three ethical dilemmas which could be experienced by professionals in marketing. (6 marks)
- (b) Evaluate three factors that a marketer could consider when selecting a target market. (6 marks)
- (c) Explain four functions of marketing. (4 marks)
- (d) Summarise four factors that could cause promotional messages to fail. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Outline four main characteristics that a speech should possess. (4 marks)
- (b) Assess four types of corporate advertising. (8 marks)
- (c) Safari Company Ltd. rents luxury cars to high end clientele.
- Discuss four strategies which the company could employ to build a good public relations. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four key characteristics of a "Feature Article". (4 marks)
- (b) Discuss four demerits of hiring a public relations consultant in an organisation. (8 marks)
- (c) Analyse four benefits of budgeting for a public relations programme. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain three reasons why organisations need to recruit communication managers. (3 marks)
 - (b) Summarise four ways in which photography could be used in public relations. (4 marks)
 - (c) Evaluate four measures which public relations managers could put in place to ensure clarity of language in a press release. (8 marks)
 - (d) Highlight five main virtues which forms the backbone of ethical business conduct. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain four merits of house journals. (4 marks)
 - (b) Evaluate three positive impacts of public relations to the society. (8 marks)
 - (c) Examine four reasons why public relations campaigns are important to an organisation. (8 marks)
- (Total: 20 marks)**
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