



The Association of Business Executives

NQF

Certificate

5.1 IMKT

Introduction to Marketing

Friday 12 June 2015, Afternoon

1. Time allowed: **3 hours**.
2. Answer **any four** questions.
3. All questions carry **25 marks**. Marks for subdivisions of questions are shown in brackets.
4. **No books, dictionaries, notes or any other written materials are allowed in this examination.**
5. Calculators, including scientific calculators, are allowed provided they are not programmable and cannot store or recall information. All other electronic devices, including mobile phones, are not permitted.
6. **Candidates who break ABE Examination Regulations will be disqualified from the examinations.**
7. Question papers must not be removed from the examination room.



Answer any four questions

- Q1 (a)** Using an organisation of your choice, identify five stakeholders and explain their role within the organisation. **(10 marks)**
- (b)** Using examples, explain why it is important that an organisation understands and anticipates its customer requirements. **(15 marks)**
(Total 25 marks)
- Q2 (a)** As the marketing manager of a sports brand, identify and explain three factors that you will need to take into account when selecting advertising media. **(9 marks)**
- (b)** Outline an advertising campaign for the sports brand above by describing the product, identifying the target market and suggesting how the success of the campaign can be measured. **(16 marks)**
(Total 25 marks)
- Q3 (a)** Explain five ways in which personal selling can contribute to effective marketing. **(10 marks)**
- (b)** Define five attributes and/or skills you would expect an effective sales person to possess. **(15 marks)**
(Total 25 marks)
- Q4 (a)** Outline the stages in the consumer buying process. **(12 marks)**
- (b)** Identify and explain three potential buying signals that customers might display to suggest they are interested in a product. **(13 marks)**
(Total 25 marks)

- Q5 (a)** You are due to attend a job interview for the position of a marketing assistant in a bank. Identify and explain three reasons why it is important that you are well-groomed for your interview. **(10 marks)**
- (b)** Identify and explain three important techniques you should use when being interviewed for the position above in order to help you secure the role. **(15 marks)**
(Total 25 marks)
- Q6 (a)** Describe the four elements of the marketing mix. **(8 marks)**
- (b)** Using an organisation of your choice, demonstrate how the marketing mix should be applied. **(17 marks)**
(Total 25 marks)
- Q7 (a)** Using examples, identify and explain **four** of the six factors that influence an organisation's macro-environment. **(12 marks)**
- (b)** Using an organisation of your choice, demonstrate how its market has been influenced by the four factors that you have identified above. **(13 marks)**
(Total 25 marks)
- Q8 (a)** Identify and explain two pricing strategies that an organisation may use in order to sell a new product. **(10 marks)**
- (b)** Identify and explain two advantages and two disadvantages of each pricing strategy you have identified in **(a)**. **(15 marks)**
(Total 25 marks)

End of question paper

