



NQF
Certificate
5.1 IMKT
Introduction to Marketing
Friday 10 June 2016, 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)** Briefly describe the advantages and disadvantages of the following:
- (i) Product orientation **(5 marks)**
 - (ii) Sales orientation **(5 marks)**
- (b)** Explain three reasons why an organisation may wish to be marketing orientated. Give examples to support your answer. **(15 marks)**
(Total 25 marks)
- Q2 (a)** Explain the main differences between products and services. **(10 marks)**
- (b)** People are often willing to pay more for branded rather than unbranded products. Explain how branding adds value to products. **(15 marks)**
(Total 25 marks)
- Q3 (a)** Briefly describe four possible objectives of marketing communications. **(12 marks)**
- (b)** Explain the main benefits of using public relations for a museum wishing to promote its latest exhibition. **(13 marks)**
(Total 25 marks)
- Q4 (a)** Briefly outline the purpose of advertising and describe how an organisation of your choice uses advertising campaigns to communicate with its customers. **(12 marks)**
- (b)** Identify three factors that might have influenced the organisation's choice of communications media for the advertising campaigns you identified. **(13 marks)**
(Total 25 marks)
- Q5 (a)** Describe three situations where personal selling might be a particularly appropriate method to engage with potential customers. **(12 marks)**
- (b)** You are demonstrating a new product to a customer with the aim of receiving an order. Describe and explain how the meeting will progress from introducing yourself to the point of closing the sale. **(13 marks)**
(Total 25 marks)

- Q6** (a) Explain two advantages and two disadvantages of sales promotional activities. **(10 marks)**
- (b) Suggest three different sales promotions that could be used to encourage trade (B2B) customers to purchase products/services from an organisation. **(15 marks)**
(Total 25 marks)
- Q7** You have been asked to present on 'the role of marketing in satisfying customer needs' to a group of business students.
- (a) Identify the ideas and theories that you think will be relevant to your presentation. **(12 marks)**
- (b) Explain what you need to consider in preparing and delivering this presentation. **(13 marks)**
(Total 25 marks)
- Q8** You have been asked to consider how organisations deal with customers and other stakeholders by telephone.
- (a) Write a short memo to your manager highlighting 'best practice' in dealing with people by telephone. **(13 marks)**
- (b) Outline what you would include in four presentation slides that would enable you to present your ideas on 'best practice' from part (a) to other departments in your organisation. **(12 marks)**
(Total 25 marks)

End of question paper

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