



NQF

Certificate

5.1 IMKT

Introduction to Marketing

Friday 4 December 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) Briefly explain the concept of marketing and explain why it is important to a business organisation. **(9 marks)**
- (b) Identify and explain four external environment factors that can affect an organisation's marketing activities. **(16 marks)**
(Total 25 marks)
- Q2** (a) Explain what is meant by the marketing mix and describe its four main elements. **(12 marks)**
- (b) Explain the main differences between the marketing of tangible and intangible products. **(13 marks)**
(Total 25 marks)
- Q3** (a) Competitors and the external environment are thought to be the most important factors in determining the prices set for products and services. Explain this statement using examples. **(10 marks)**
- (b) Explain three other factors that can influence pricing decisions. **(15 marks)**
(Total 25 marks)
- Q4** (a) Describe the communications process when sending messages from an organisation to its recipients. **(7 marks)**
- (b) Organisations use many forms of communications to engage with stakeholders; some they control, others are less controllable. Using examples, identify and briefly explain three different marketing communications methods. **(18 marks)**
(Total 25 marks)
- Q5** (a) Explain the advantages and disadvantages of personal selling when looking to acquire new customers. **(12 marks)**
- (b) Product complexity and customer experience can change the nature of personal selling. Identify and describe four different sales roles that illustrate this point. **(13 marks)**
(Total 25 marks)
- Q6** (a) Using examples, describe what is meant by 'channels of distribution'. **(8 marks)**
- (b) Explain the advantages and disadvantages of using intermediaries to distribute goods from the producer to the user. **(17 marks)**
(Total 25 marks)

- Q7** You have been asked to make a presentation to the board of management of your organisation about ideas for a forthcoming marketing event.
- (a) Explain the main points that should be included in this presentation and what the expectations of this audience will be. **(13 marks)**
- (b) Describe the steps you will take to overcome your nerves before and during the presentation. **(12 marks)**
(Total 25 marks)
- Q8** A local tourist attraction is advertising for a 'marketing communications executive' to join the organisation.
- (a) Outline what should be included in a letter of application for this job and why you believe you would be suitable for this post. **(12 marks)**
- (b) Having sent the letter of application, you have been invited for interview. Discuss how you will prepare yourself for the interview. **(13 marks)**
(Total 25 marks)

End of question paper

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