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**NQF**

**Certificate**

**5.1 IMKT**

**Introduction to Marketing**

**Friday 9 December 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

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- 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) 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)**
- Q3** (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)**
- 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) 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)** Outline the stages in the consumer buying process. **(12 marks)**
- (b)** Identify and explain three potential buying signals that a customer might display to suggest they are interested in a product. **(13 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** 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)**

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**End of question paper**

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