



kasneb

DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 21 May 2018.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) (i) Define the term “marketing intermediaries”. (2 marks)
- (ii) Describe four marketing intermediaries commonly used by manufacturing organisations. (8 marks)
- (b) Outline four benefits of mass marketing. (4 marks)
- (c) Explain six drawbacks of selling goods on credit. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain the following terms as used in consumer buying behaviour:
- (i) Buying motives. (2 marks)
- (ii) Product motives. (2 marks)
- (iii) Post purchase dissonance. (2 marks)
- (b) Discuss four personal factors which could influence buyer decision. (8 marks)
- (c) Suggest six strategies that an organisation could use to create strong customer relationships. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Outline five storage conditions that must be met for effective warehousing. (5 marks)
- (b) Highlight five demerits of using mobile phones for business transactions. (5 marks)
- (c) Describe five methods which a marketer could use to evaluate a market segment. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Suggest four reasons why organisations develop new products. (4 marks)
- (b) Explain six benefits which could accrue to an organisation from employees attending a sales conference. (6 marks)
- (c) (i) Define the term “target marketing”. (2 marks)
- (ii) Analyse four factors that an organisation should assess while determining a target market. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Outline four tools an organisation could use to get feedback information on customer service. (4 marks)
 - (b) Analyse four strategies an organisation could apply to terminate customer relationships. (8 marks)
 - (c) Describe four micro-environment forces that might affect market decisions. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain four approaches a marketer could use to research on competitor's product information online. (4 marks)
 - (b) Analyse four ethical challenges associated with direct marketing. (8 marks)
 - (c) Discuss four factors that a marketer should consider when choosing an advertising media. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Enumerate four roles of a customer service charter to an organisation. (4 marks)
 - (b) Discuss the process of formulation of a marketing plan. (8 marks)
 - (c) Discuss four unique characteristics of services. (8 marks)
- (Total: 20 marks)**
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