

7125 MARKETING 1

CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD
General Certificate of Education Examination,

JUNE 2014

ADVANCED LEVEL

Subject Title	Marketing
Paper No.	Paper 1
Subject code No	7125

Three hours

Answer any **FOUR** questions

All questions carry equal marks.

You are reminded of the necessity for good English and orderly presentation in your answers.

1. (a) Describe how today's marketing era differs from the production and selling eras. (12 marks)
 (b) What four factors are needed for marketing to occur? (10 marks)

2. (a) List and explain the key characteristics of organisational buying behaviour. (10 marks)
 (b) From a given market of your choice, explain the criteria used to choose a supplier. (10 marks)

3. (a) Identify and explain the basic consumer rights that Cameroon Legislation covers (7 marks)
 (b) Briefly explain the key consumer ethics and social responsibility. (13 marks)

4. The challenges and threats from external environment are constantly changing and potentially devastating to a company. How can a company respond to these uncontrollable forces? (20 marks)

5. With any service firm of your, describe how technological changes have affected its marketing activities and customers. (20 marks)

6. (a) Define a product. (10 marks)
 (b) How does the following term relate to a product?
 - Brand mark
 - Brand name
 - Trade mark
 - Trade name
 - Warranty
 - Guarantee
 - Labelling
 - Packaging
 - Product mix
 - Product line (15 marks)

7. (a) What are the three degrees of distribution intensity? (10 marks)
 (b) Explain the dimensions by which retailers can be classified and describe the major types of retail operations? (10 marks)

8. Discuss the AIDA concept and its relationship to promotional mix. (20 marks)
