

7125 Marketing 2

CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD

General Certificate of Education Examination

JUNE 2019

ADVANCED LEVEL

Subject Title	MARKETING
Paper No	2
Subject Code No.	7125

THREE HOURS

INSTRUCTIONS TO CANDIDATES

Answer any FOUR questions.

All Questions carry equal marks.

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

In your calculations you are advised to show all steps in the working, giving the answer at each stage.

You are allowed to use calculators where appropriate.

You will be provided with graph paper where necessary.

1. Marketing activities are guided by orientations and consumer influences which go a long way to affect the life cycle of products.

- (a) Explain five alternative concepts under which organizations design and carry out their marketing strategies (10 marks)
- (b) Briefly describes four (4) psychological influences on the buying behavior of a consumer. (8 marks)
- (c) Using a diagram, explain the course of a product's sales and profits over its lifetime (7 marks)

2. The level of uncertainty that exist in the market place has caused firms to start grouping consumers to better meet their promotional needs

- (a) Explain five uncontrollable variables that would affect company's activities in the market place. (10 marks)
- (b) Describe four bases that companies use to divide their markets (8 marks)
- (c) Distinguish between push and pull strategies of sales promotion, giving examples in each case. (7 marks)

3. External influences on businesses cannot be underestimated. These influences affect prices greatly and have pushed many retailers to think of operating across national boundaries.

- (a) Examine four (4) external factors that a marketing manager must consider when setting prices (8 marks)
- (b) Describe four (4) types of retail stores, giving an example of each (8 marks)
- (c) Explain seven (7) reasons why firms may operate across national boundaries (9 marks)

4. Although the internet seems to have taken the world by storm, service companies like MTN making proper use of the additional 3 P's does not yet have an impact in our villages. The collection of information that will help MTN to develop marketing mixes to match the needs of these customers can be done using primary or secondary data.

- (a) Briefly explain five basic characteristics of electronic marketing (10 marks)
- (b) How can MTN Cameroon use process management to create consumer satisfaction? (5 marks)
- (c) Explain four (4) methods of collecting primary data (10 marks)

5. The effect of marketing extends beyond the company and the customer to the society. Selling products and services to a company is fundamentally different from selling to individuals. Companies cannot connect with all customers in large, broad or divers markets. They can divide such markets into segments with distinct needs and wants.

- (a) What are the four (4) dimensions of social responsibilities? (8 marks)
- (b) Explain the characteristics of business-to-business buying (10 marks)
- (c) What are the requirements for dividing a market into distinct groups of buyers who have different needs? (7 marks)

6. Firms involved in network marketing have made their services more popular using appropriate events, designing optional sponsorship programs and measuring the effects of sponsorship. (10 marks)

- (a) Analyze four characteristics of a service (6 marks)
- (b) Explain the underlined phrases in the above passage (9 marks)
- (c) Discuss three factors that hinder businesses to go international