

CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination



7065 MARKETING SKILLS AND TECHNIQUE 1

JUNE XXXX

ADVANCED TECHNICAL VOCATIONAL EXAMINATIONS

Specialty(Specialty Code)	
Centre No.	
Centre Name	
Candidate No.	
Candidate Name	

Mobile phones are **NOT** allowed in the examination room

7065 MARKETING SKILLS AND TECHNIQUE 1: MULTIPLE CHOICE QUESTION PAPER

One and a half hours

INSTRUCTIONS TO CANDIDATES

Read the following instructions carefully before you start answering the questions in this paper. Make sure you have a soft HB pencil and an eraser for this examination.

1. USE A SOFT HB PENCIL THROUGHOUT THE EXAMINATION.
2. DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO.

Before the examination begins:

3. Check that this question booklet is headed **Advanced Level – 7065 MARKETING SKILLS AND TECHNIQUE 1**
4. Insert the information required in the spaces above.
5. Insert the information required in the spaces provided on the answer sheet using your HB pencil: **Candidate Name, Exam Session, Subject Code, Centre Number and Candidate Number.** Take care that you do not crease or fold the answer sheet or make any marks on it other than those asked for in these instructions.
6. **Answer ALL questions**
7. Each question has **FOUR** suggested answers: **A, B, C** and **D**. Decide on which answer is correct. Find the number of the question on the Answer Sheet and draw a horizontal line across the letter to join the square brackets for the answer you have chosen.
For example, if **C** is your correct answer, mark **C** as shown below:
[A] [B] [C] [D]
8. Mark only one answer for each question. If you mark more than one answer, you will score a zero for that question. If you change your mind about an answer, erase the first mark carefully, then mark your new answer.
9. Avoid spending too much time on any one question. If you find a question difficult, move on to the next question. You can come back to this question later.
10. Do all rough work in this booklet, using, where necessary, the blank spaces in the question booklet.
11. Texts, notes and pre-prepared materials of any kind are also **NOT** allowed in the examination room.
12. **At the end of the examination, the invigilator shall collect the answer sheet first and then the question booklet after. DO NOT ATTEMPT TO LEAVE THE EXAMINATION HALL WITH IT.**

Turn Over

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1. Marketing is a managerial process that is responsible for identifying, anticipating and satisfying consumers needs and wants in a profitable manner. This definition is according to
 - A AMA
 - B CIM
 - C ACCA
 - D CIMA

2. When DVH firm divides its market into homogenous groups of buyers who have similar unsatisfied needs and wants. It is practicing
 - A Differentiation
 - B Standardisation
 - C segmentation
 - D discrimination

3. The environmental forces within a company's environment that can influence its business decisions are classified as
 - A Macro
 - B External
 - C Micro
 - D internal

4. The principle of right and wrong in a given profession that members should normally act in accordance with :
 - A Code of conduct
 - B Moral principles
 - C Social responsibility
 - D Professional ethics

5. According to the theory ; "Hierachy of Needs", the third level of human needs that must be satisfied is
 - A Social
 - B Safety
 - C Esteem
 - D Basic

6. The individuals who influence buying decisions by defining key product attributes and criteria for evaluating alternatives are known as
 - A Buyers
 - B Initiators
 - C Deciders
 - D Influencers

7. Which of the following abbreviations is an INCOTERM
 - A CFA
 - B FOB
 - C IMF
 - D ADB

8. The act of obtaining a desirable object by giving something of value in return is known as :
 - A Exchange
 - B Barter
 - C Trading
 - D selling

9. One of the ways source du pays SA would carry out a demographic segmentation will be through
 - A Social class
 - B Life style
 - C Occupation
 - D Personality

10. The consumer buying process starts when a buyer recognised a/an
 - A Product
 - B Need
 - C Advert
 - D price

11. A term marketers often use to identify various groupings of customers
 - A Market
 - B Share
 - C People
 - D Segment

12. The selling concept has been most aggressively used for goods classified as
 - A convenient
 - B Unsought
 - C Shopping
 - D Specialty

13. A routine purchase situation where the buyer does not need alot of involvement in the decision making making process is known as
 - A Variety-seeking
 - B Complex
 - C Automatic
 - D Dissonance

14. Les brasseries du camerounSA buys bottles from SOCAVER. This type of buying is
 - A B2B
 - B C2B
 - C B2C
 - D C2C

15. The forces outside marketing that affects a marketing managers ability to develop and maintain successful relationships with target customers are usually
 - A External
 - B Micro
 - C Internal
 - D macro

16. The number of customers that Orange Cameroon SA has can be quantified if they are divided into segments. Segments which have a size are easily
- Accessed
 - Measured
 - Distinguished
 - Served
-
17. They make up the last group of customers to try a new product
- Adopters
 - Innovators
 - Laggards
 - majority
-
18. During summer holidays young boys are grouped to win the "brasseries top cup" Les brasserie du Cameroun is socially
- Responsive
 - Responsible
 - Respected
 - Irresponsible
-
19. An intrinsic force that pushes an individual to satisfy a need or want is
- Motivation
 - Learning
 - Belief
 - Personality
-
20. The B2B buying process which includes the final order with chosen suppliers, and technical specification is
- General need description
 - Proposal selection
 - Supplier selection
 - Order-routine specification
-
21. Changes in a consumer's behaviour to buy usually is a result of experience. This explains
- Learning
 - Motivation
 - Attitude
 - perception
-
22. A concept where firms use aggressive promotion techniques to persuade customers to buy their products is a characteristic of
- Sales
 - Product
 - Marketing
 - societal
-
23. A business uses variables of age, gender, income level and occupation to divide customers for different products. These variables describe segmentation by
- Behaviour
 - Psychography
 - Demography
 - Geography
-
24. The environment that describes the company's ability to serve customers and competitors is described as
- Macro
 - Internal
 - External
 - micro
-
25. NOSUCAM enjoys increased sales of brown sugar and hence demand more sugarcane from farmers. Their demand for sugarcane is said to be
- Elastic
 - Derived
 - Inelastic
 - Composite
-
26. Domestic Cameroonian firms hindered from operating in countries like China due to
- Language
 - Cost
 - Taxes
 - Distance
-
27. Utility created by buying a particular product and have some right over it is known as
- Possess utility
 - Time utility
 - Place utility
 - form utility
-
28. The types of organisational buying differ from one firm to another. The firm buying for the first time is using which buying type?
- Modified
 - New task
 - Re-buy
 - Automatic
-
29. Which of the following is a strategy used by global firms to enter international markets
- Globalization
 - Glo-localization
 - Localization
 - exportation
-
30. The process of evaluating a company's market segment in order to choose which of the segment is attractive for firms to match marketing mix to meet the need
- Segmenting
 - Concentrating
 - Targeting
 - Positioning

Turn Over

31. Guinness cameroun SA used the footballer samuel Eto'o to advertise their product. This product positioning is linked to
- Benefit
 - Quality
 - Personality
 - user
-
32. Which of the following is a part of the company's micro environment ?
- Culture
 - Middlemen
 - Government
 - employees
-
33. When the performance of a firms product meets customer's expectation, we call this
- Satisfaction
 - Profitability
 - Identification
 - expectation
-
34. A set of actual and potentials buyers who have a common need that can be satisfied is known as
- Market
 - Customer
 - Firm
 - Segment
-
35. A person who buy's a firm's product but not necessary to use it, is called
- Consumer
 - Buyer
 - Marketer
 - Customer
-
36. The strategy used by a firm to target a market segment can be
- Differentiation
 - Discrimination
 - Segmentation
 - Concertration
-
37. In free on board (FOB) quotation, the cost of loading the goods into the ship is borne by
- Captain
 - Buyer
 - Seller
 - Assurer
-
38. The concept holds that "most consumers will favour those products which offer the quality performance with improved features" which believes the assumption
- Selling
 - Marketing
 - Product
 - Production
-
39. A set of firms producing similar products to satisfy a particular market is known as
- Industry
 - Companies
 - Producers
 - manufacturers
-
40. The written document prodthe tuced in four copies which legally assigns the ship captain to transfer goods to a particular destination is referred to as
- Charter party
 - Consular bill
 - Commercial bill
 - Bill of lading
-
41. Which of the following is a measure used by the government to raise revenue from domestic firms
- Tarrifs
 - Duties
 - Taxes
 - Quotas
-
42. A group of firms offering substitutes to a firms product are known as
- Competitors
 - Customers
 - Suppliers
 - distributors
-
43. The size of a one currency interms of another is describes as the rate of
- Interest
 - Exchange
 - Discount
 - premium
-
44. The small firms that do not develop products of their own or carry out innovation is known as
- Nicher
 - Leader
 - Challenger
 - Follower
-
45. The marketing concepts that encourages firms to keep good and cordial relationship with customers is known as
- Relationship
 - Societal
 - Service
 - marketing
-
46. MTN is a south african company established in cameroun ,nigeria and ghana. In each country they employ nationals to constitute their work force. Cameroon serves as a
- Home
 - Market
 - Host
 - zone

47. All those who are affected by the performance of an organisation are jointly described as

- A Stakeholder
- B Shareholder
- C Customer
- D Supplier

48. When a firm considers the peace and stability of an environment before carrying out activities, The firm is responding to which environment force

- A Legal
- B Economic
- C Social
- D Politica

49. A cameroonian buying and carrying goods from douala to canada without paying taxes or obtaining a legal licence but sells them are practicing exporting which is

- A Direct
- B Indirect
- C Representative
- D Derived

50. A firm offering expired goods to the market will be considered as having an ethical issue concerning the

- A Price
- B Place
- C Product
- D promotion

STOP
NOW GO BACK AND CHECK YOUR WORK

