

CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD

Technical and Vocational Education Examination



7065 MARKETING SKILLS

JUNE XXXX

ADVANCED LEVEL

Specialty Name (Specialty Code)	
Subject Title	Marketing skill
Paper No.	2
Subject Code No.	7065

Three hours

INSTRUCTIONS TO CANDIDATES

You are required to answer any four questions out of the Six.

All questions carry equal marks

In all cases involving calculations, show all the steps in your working

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

You are advised to read carefully through the question paper, before you begin your answers.

Non programmable calculators are allowed.

Turn Over

QUESTION 1

CACI Ltd is a service provided located in Mamfe and many of their customers have doubt why the CEO is constantly carrying out marketing activities to create awareness.

The CEO of this company is interested on his customers to understand the role marketing plays in our society within the company's environment and is social responsibility in the society.

- (a) As a marketer, explain four obvious reasons why the study of marketing is relevant to Cameroonians (5 marks)
- (b) Briefly explain four major social responsibilities issues that he CEO of CACI ltd will carry out to benefit the community. (10 marks)
- (c) Examine four micro forces that the CEO of CACI ltd must take into consideration within his company in order to succeed. (10 marks)

QUESTION 2

Amco Ltd is a multinational company based in UK, interested to open a branch in Cameroon but the marketing director is worried regarding some issues arising in the macro environment that may affect business and he approaches you to inform him on;

- (a) Explain the external environmental factors that may affect his business and how. (10 marks)
- (b) Advise them on the social responsibilities towards consumers in Cameroon (5 marks)
- (c) Give reasons why environmental scanning should be carried out. (10 marks)

QUESTION 3

In today's market, competition is what is preoccupying the attention of most companies. Therefore, in order to succeed, marketers have resorted to have a careful study of the ways consumers behave when it comes to buying.

- (a) Explain the psychological factors that influence consumers buying behaviour. (5 marks)
- (b) With the aid of a diagram, examine the categories of adopters of a new product. (10 marks)
- (c) When an organization undertakes a competitor analysis, what are the three key considerations? (10 marks)

QUESTION 4

The fact that customers are found in different areas in the market, which makes them to perceive organizational products differently have made marketers to use different strategies to win the attention of these customers.

- a) What is positioning (5 marks)
- b) Explain the strategies that marketers can use to reposition their products (5 marks)
- c) Discuss the competitive positioning strategies that a marketer will use to win its customers. (5 marks)

QUESTION 5

City Food restaurant was created in January 2020, the restaurant is specialized in European dishes. Following the increasing demand for traditional dishes, the manager has recently introduce traditional menu such as "water fufu and Eru, Achu, corn fufu and katikati".

The manager is aware that the objective of the restaurant is not only to sell the foods, but to create value for the customer. Consequently the marketer need to price the foods fairly. The manager is therefore face with the strategic decision of pricing the new foods using skimming or penetration pricing.

- (a) Explain by giving examples, how the additional 3ps (marketing mix) can be applied by City Food restaurant to increase sales (5 marks)

- (b) Using the sample on the table below, compare skimming and penetration pricing, which of them do you advise the manager to implement? Why? **(15 marks)**

	Skimming pricing	Penetration pricing
Definition		
Objective		
Requirements		
Example		

- (c) What is value based pricing, how does it differ from cost based pricing **(5 marks)**

QUESTION 6

AfriWine a newly created company is aware that they are different types of customers depending on whether the firm is approaching a Business to Consumer market (B-to-C) or Business – to-Business market (B-to-B). The company is hesitating between selling its products directly to the consumers (end users) or to other businesses (governments, institutions).

As a marketer, you are asked to:

- (a) Reproduce and fill the table below for the manager of AfriWine to understand the difference between B2B and B2C. **(5 marks)**

Table: Differences between the business and consumer markets

	B2B market	B2C market
Market structure		
Size of purchase		
Buyer behavior		
Buying influences		
Decision making		
Supplier relationship		

- (b) Assuming that the manager of AfriWine has decided to choose the B2B market, describe the organizational members who will take part in the buying process and give their roles. **(10 Marks)**