



**PRODUCT MASTERY
5060**

JUNE XXXX

INTERMEDIATE LEVEL

Centre No. & Name	
Candidate No.	
Candidate Name	

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

5060 PRODUCT MASTERY 1: MULTIPLE CHOICE QUESTION PAPER

1 hour 30 minutes

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 “**Intermediate Level – 5060 PRODUCT MASTERY**”
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 erase or fold the answer sheet or make any marks on it other than those asked for in these instructions.

How to answer the questions in this examination:

6. Answer **ALL** the **50** questions in this Examination. All questions carry equal marks.
7. Each question has **FOUR** suggested answers: **A, B, C** and **D**. Decide 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. **You must not take this booklet and the answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination.**

Turn Over

1. The marketing mix variable that gives a monetary value to a company's goods or services is called
- Product
 - Price
 - Place
 - Promotion
-
2. In practice, the term marketing is used in several ways, one of which is _____
- As a management function
 - As a business organ
 - As an old concept
 - As a production concept
-
3. An organisation whose activities are geared towards customer satisfaction at a profit is said to be practising
- The selling concept
 - The production concept
 - The marketing concept
 - The product concept
-
4. One major advantage for using marketing tools by business organisations is that it _____
- Boost their sales and help to gather consumer data
 - Increase staff performance
 - Increase production cost
 - Increase their competitors market share
-
5. In the exchange process, the marketer is expected to do one of the following ;
- Search for buyers to identify their needs
 - Search for competitors to satisfy them
 - Seek for advice from competitors
 - Seek to understand the management function
-
6. One of the role that marketing play within an organisation is ;
- It eases the production process of the organisation
 - It eases the recruitment process of workers
 - It helps in the planning, promotion and pricing policy of the organisation
 - It is a famous concept in an organisation
-
7. End-user approach is mostly used as a segmentation variable in _____.
- Mass markets
 - Consumer markets
 - Niche markets
 - Industrial markets
-
8. Customers of a firm's product constitute _____.
- The potential market of the firm
 - The theoretical market of the firm
 - The historical market of the firm
 - The actual market of the firm
-
9. A consumer market which is sub-divided using variables like age, sex, income, race. Is said to practice
- Psychographic segmentation
 - Behavioural segmentation
 - Geographic segmentation
 - Demographic segmentation
-
10. One major reason for a firm to know its market share is _____.
- To help other competitors
 - To recruit more workers
 - To measure its relative strength
 - To identify customers requirements
-
11. One advantage of studying the behaviour of consumer by an organisation is _____.
- To understand what consumers buy and why they buy
 - To raise income for competitors
 - To increase production cost
 - To encourage competition
-
12. One major characteristic that can best describe a market is _____.
- There must be buildings and roads
 - The buyer and seller must have something to exchange for another
 - The buyer and seller must come to physical contact
 - Transactions must be done in cash
-
13. _____ Is an attribute of a product
- Brand image
 - Brand loyalty
 - Competitors brand
 - Brand sponsor
-
14. _____ Is an example of a convenience good
- Car
 - House
 - Bread
 - Dress
-
15. One example of a social need is
- Buying a car
 - Building a fence around a building
 - Buying bread
 - Acceptance by a group
-
16. _____ is one function of trade mark
- Product identification and its origin
 - Product benefit
 - Easily pronounced
 - Protection of artistic works

-
17. One characteristic of a good brand name is
 A It should be long
 B It should be memorable
 C It should be the same as that of the competitor
 D It should be complex
-
18. Quality control at the level of production is important to the organisation because ____.
 A It increase chances of defects product
 B It increase the production cost
 C It helps to minimise waste
 D It does not require government intervention
-
19. _____ is the ministry that controls product standards in cameroon
 A Ministry of trade,commerce and industry
 B Ministry of mines,water and energy
 C Ministry of employment and vocational training
 D Ministry of territorial administration
-
20. In an industrial enterprise,raw materials are used as
 A Waste products
 B Inputs
 C Outputs
 D Final products
-
21. _____ is a graph that describes the stages that a product goes through from introduction in the market till when it goes out of the market
 A Product sheet
 B Product adoption chart
 C Product development chart
 D Product life cycle
-
22. _____ is a document sent to potential suppliers before an order is placed
 A Requisition
 B Quotation
 C Order
 D Letter of enquiry
-
23. The purpose of a delivery note is
 A To seek information from suppliers
 B To show proof of settlement
 C To inform the buyer about the types and qualities of goods supplied
 D To facilitate payment
-
24. _____ is an important element to be mentioned in a quotation.
 A Cost of production
 B Channel of distribution
 C Method of production
 D Terms of trade
-
25. An important aspect of a trade mark is that
 A It is used to reduce sales
 B It is protected by law
 C It increase the products performance
 D It increase production cost
-
26. Mr John bought goods worth 56000frs from Awa & Sons,the document that will be sent to show his net amount payable will be
 A Delivery note
 B Advice note
 C Invoice
 D Enquiry
-
27. _____ is adocument used to show proof of payment for goods bought
 A A receipt
 B An advice note
 C An enquiry note
 D A credit note
-
28. One function of a product's label is that
 A It increase the cost of producing the product
 B It assists promotion of the product
 C It provides an after use for the product
 D It protects the product from damage
-
29. One advantage of cardboard boxes as a packaging material is that
 A It resist water
 B It is very expensive
 C It is heavy
 D It is easily disposable
-
30. One disadvantage of packages to the society is that ;
 A It makes an after use
 B It ease transportation
 C It causes pollution
 D It is cheap to produce
-
31. For an industrial enterprise to operate efficiently,it must have
 A Inputs
 B Outputs
 C Factors of production
 D Labour.
-
32. One example of a technical role of a label to the consumer is
 A It communicate the price of the product
 B It communicate the product's benefits
 C It shows the terms of trade of the product
 D It makes the product cheap
-
33. One of the key performance indicators of a commercial enterprise is
 A Many employees
 B Number of departments
 C Profits
 D Number of suppliers
-
34. _____ is one function of the marketing manager of MTN company
 A Determination of marketing mission of MTN

- B Buying of raw materials for MTN
C Producing goods for MTN
D Recruiting personnel for MTN
-
35. An example of modern technology used by banks to facilitate transactions with customers is
A Intercom
B Typewriters
C Automatic Teller Machine
D Stapling machine
-
36. A service is said to be intangible because
A It cannot be physically seen
B It can be bought and owned
C It is a product
D It is sold in the market
-
37. One characteristic of shopping good is that
A They are cheap
B There are available at selected or special shops
C They are purchased frequently
D They can be bought from any shop
-
38. An example of professional services is
A Doctors services
B Babysitting services
C Guarding services
D Truck pusher services
-
39. The word "product" is made up of
A Price and promotion
B Goods and services
C Place and price
D Process and people
-
40. A buying center is also known as
A Decision making unit
B Buyers union
C Sellers union
D Buyers cooperative
-
41. One benefit of merchandising to the shop owner is that
A It increase competition
B It leads to high profit
C It increase operation costs
D It makes prices cheap
-
42. An example of an industrial product is
A Machinery
B Clothing
C Food
D Sweets
-
43. The combination of activities necessary for planning and implementation of a firm's overall marketing operations is known as
A Promotion mix
B Product mix
C Distribution mix
D Marketing mix
-
44. The non-absolute consumers for MTN services are made of
A Those who use MTN services
B Those who are loyal to orange services
C Those who do not yet know about MTN services
D Those who do not yet have money to buy MTN services
-
45. A company that makes its product available in all sales point or shops and market places is practicing
A Direct distribution
B Selective distribution
C Exclusive distribution
D Intensive distribution
-
46. The stage at which profit is maximum on the product's life cycle is
A Introduction stage
B Growth stage
C Maturity stage
D Decline stage
-
47. _____ is the material used in packaging of sardine
A Tubes
B Plastics
C Bottles
D Metal cans
-
48. The type of service where the provider requires a high level of qualification and training is called
A Non professional services
B Leisure services
C Guarding services
D Professional services
-
49. An example of a shopping good is
A Television
B Food
C Golden ring
D Diamond chain
-
50. _____ is a group of buyers sharing common needs that a company decides to serve by directing all marketing efforts towards them
A Niche market
B Consumer market
C Target market
D Industrial market
-

STOP

GO BACK AND CHECK YOUR WORK