

MARKETING SKILLS 2
7065

GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

JUNE 2021

ADVANCED LEVEL

Specialty Name (Specialty Code)	MARKETING – MKT(ACC)
Subject Title	MARKETING SKILLS
Paper No.	2
Subject Code No.	7065

Three hours

INSTRUCTIONS TO CANDIDATES

This Paper has six Questions. Answer any Four.

All Questions carry equal marks

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.

1. CHOCOCAM produces Mambo and Tartina chocolate paste. After scanning their environment, they implemented their good marketing plan and primary objective of product exchange with companies and selling to households.
- Explain the concept of exchange and propose THREE conditions necessary for an effective exchange. (6 marks)
 - Discuss FOUR benefits CHOCOCAM will achieve for studying its environment. (6 marks)
 - Outline the main components of a good marketing plan sequentially. (8 marks)
 - Give THREE differences between a customer and a consumer of CHOCOCAM products. (5 marks)
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2. TRADEX decided to embrace full implementation of marketing practice to achieve the leadership position in the Oil and Gas industry. Identifying customer needs and knowing customer motivation for purchases is key to business success.
- Explain THREE characteristics of a market leader. (4 marks)
 - Advise the management of TRADEX on THREE reasons why they should fully implement marketing practice. (5 marks)
 - Describe the stages of the consumer buying process of TRADEX. (8 marks)
 - Explain to the management of TRADEX the universal functions of marketing. (8 marks)
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3. To solve the problem of persistent drop in subscription, CANAL SAT resorts to exploiting foreign markets and to focus on a defined segment in the home market.
- Explain FOUR reasons why CANAL SAT will segment its product market. (6 marks)
 - Identify FOUR variables CANAL SAT should assess when choosing a foreign market to exploit. (8 marks)
 - Advise CANAL SAT on THREE measures to differentiate its services to improve sales. (6 marks)
 - Distinguish between adaptation and standardization. (5 marks)
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4. From past experiences, it is more cost effective to retain existing customers than to acquire new ones. The Marketing manager of SAMCO Papers Ltd advised the marketing team on how to implement measures toward building customer loyalty through established relationships.
- Identify three (3) objectives of relationship marketing. (6 marks)
 - Propose to the marketing manager of SAMCO FOUR measures they can use to encourage repeat purchase. (8 marks)
 - Explain THREE types of market that SAMCO can use for its products. (6 marks)
 - Examine TWO aftermarket tools to retain existing customers. (5 marks)
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5. Les Brasseries du Cameroun buys bottles from SOCAVER for the packaging of its products. Brasseries follows a formal process to acquire the different bottle shapes and sizes for different markets.
- Examine the stages of organizational buying in SOCAVER. (8 marks)
 - Describe THREE social responsibility activities of Les Brasseries du Cameroun to its public. (6 marks)
 - Elaborate FOUR product market growth strategies Les Brasseries du Cameroun can adopt. (6 marks)
 - Explain FOUR basic consumers' rights to Les Brasseries du Cameroun. (5 marks)
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6. With the increasing intensity of insecurity in Cameroon, G4 security experienced huge improvement in the rate of subscription from 2018 till date. Other security companies introduced better innovative computerized security systems, but G4 security marketing manager knows that, good marketing is the act of finding, developing and exploring new marketing opportunities within their environment.
- Identify FOUR micro external environmental factors and say how they can influence the activities of G4 Security. (6 marks)
 - Explain the phrase 'opportunity' as used in SWOT Analysis and discuss THREE main sources of opportunities. (5 marks)
 - Identify and explain the 4Ps of the marketing mix strategy that can be used by G4 security. (8 marks)
 - Suggest FOUR ways the marketing manager of G4 Security can position its services in the market place. (6 marks)