

PROFESSIONAL MARKETING PRACTICE 2
7060

GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

JUNE 2021

ADVANCED LEVEL

Specialty Name (Specialty code)	MARKETING – MKT (ACC)
Subject Title	PROFESSIONAL MARKETING PRACTICE
Subject Code No.	7060
Paper No.	2

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.

Turn Over

1. NOTICA is a Cameroonian firm that manufactures and markets body sprays. The company engaged in a promotion campaign after having experienced an unbearable drop in sales during the first semester of 2020. The Extensive advertising campaign induced orders from consumers and channel members as shown on the table below:

Category of customers	Quantities (in cartons)	Price per carton (in FCFA)
ATEM (Retailer)	4 000	11 000
ABANG (Wholesaler)	6 000	10 000
Final consumers	500	12 000

- (a) Identify FOUR indicators of advertising effectiveness. (8 marks)
- (b) Explain FOUR reasons why NOTICA will prefer to sell to intermediaries and not to final consumers. (8 marks)
- (c) Calculate the total income NOTICA generated from sales to its customers given a trade discount of 10% to wholesalers and 5% to retailers (9 marks)

2. Source du Pays is a company in Cameroon that has existed for the past 5 years, with significant success recorded in terms of sales, exposure and return on investment from some of its products like Bubble-up, planet grenadine, planet pamplemousse and supermont. A recent portfolio analysis reveals that some of these products are performing well in terms of relative market share while others are performing poorly and are crossed-financed by other high performing products. Result of the analysis is given on the table below:

Products	Relative Market share	Market growth rate
Bubble-up	high	Low
Planet pamplemousse	low	High
Supermont	high	High
Planet grenadine	low	low

- (a) Identify FOUR importance of product portfolio analysis. (7 marks)
- (b) Using a product life cycle diagram, show the stage at which each product is found with reference to their positions on the BCG matrix (8 marks)
- (c) Present a BCG matrix and position the firm's products. (10 marks)

3. A Brewery Firm Source du Pays faced a lot of competition in the years between 2016 to 2019 from Les Brasseries du Cameroun, UCB, Guinness and other soft drinks producers. This competitive challenge motivated it to engage in a research to discover lead ideas on how to introduce a new product to keep the company sustainable. The result of that research gave birth to "Bitter lemon"

- (a) Explain the phrase "product line" using Les Brasseries as an example; list some products in its soft and alcoholic product lines. (7 marks)
- (b) Identify FOUR types of questions that could be used by Source du Pays to design its questionnaire. (8 marks)
- (c) Explain the process Source du Pays followed to develop the new product "Bitter lemon" (10 marks)

4. The Marketing Manager of NESTLE Cameroon decided to evaluate the performance of Jerry to determine whether the sales force is due for promotion or further training. The performance analysis is based on an objective of 10,000,000frs monthly sales. The actual sales figures realised by JERRY are as follows:

Months	Jan	Feb	Mar	Apr	May
Sales figures	7 000 000	12 000 000	9 000 000	15 000 000	13 500 000

- (a) Explain FIVE qualities of a good sales objective. (7.5 marks)
- (b) Calculate the performance index for each month and comment using 10 000 000 as bases of evaluation. (9.5 marks)
- (c) Present JERRY's sales on a suitable time graph showing clearly the sales trend. (8 marks)

5. After a careful market analysis the Marketing Manager of MAYOR discovered that the sales of its products have fallen far below expected. Research findings point out that a modified package can create a positive impact on the sales performance and relative market share of the product. Few weeks later a new attractive and innovative package was introduced and an elaborate promotion campaign was carried out.

The data below shows the relationship between sales and promotion

Promotion (000)	40	50	70	100	120
Sales(000 000)	60	80	90	150	200

- (a) Explain the functions of packaging. (6 marks)
- (b) Explain THREE methods that MAYOR can use to obtain primary data. (6 marks)
- (c) Using the extreme point method, establish a regression equation for promotion and sales. (8 marks)
- (d) Estimate sales if promotion expenditure is 180 and 250. (5 marks)
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6. GINO is a product introduced in Buea in the year 2015. At the moment, demand is rising, profit is rising as well with a high rate of adoption with little competition. For fear of competitive threats in the near future, management decides to establish a formidable brand image for the product and to reduce the price thereafter, so as to gain competitive advantage.
- (a) Identify THREE branding strategies the company can adopt. (6 marks)
- (b) Explain THREE approaches the company can use to set the price for GINO. (6 marks)
- (c) Using a suitable diagram, indicate the stage at which GINO is found on its life cycle. (8 marks)
- (d) Explain THREE importance of branding to a customer. (5 marks)
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