

TECHNICAL
MARKETING SKILLS
ADVISE

SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

The Teachers' Resource Unit (TRU) in collaboration with the Subject Teachers' Association (STA)	Subject code 7065	Paper number 1
CANDIDATE NAME	Specialty: Marketing (MKTG)	
CANDIDATE NUMBER	Subject title	
CENTRE NUMBER	MARKETING SKILLS	
ADVANCED LEVEL	DATE FRIDAY 21/05/2025	

Time Allowed: One hour thirty minutes

INSTRUCTIONS TO CANDIDATES:

1. USE A SOFT HB PENCIL THROUGHOUT THIS 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 – The Marketing Skills, Paper 1".
4. Insert the information required in the spaces provided above.
5. Without opening the booklet, pull out the answer sheet carefully from inside the front cover of this booklet. 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. Insert the information required in the spaces provided on the answer sheet using your HB pencil:
Candidate Name, Centre Number, Candidate Number, Subject Code Number and Paper Number
How to answer questions in this examination:
7. Answer ALL the 31 questions in this examination. All questions carry equal marks.
8. For each question there are 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
9. Mark only one answer for each question. If you mark more than one answer, you will score zero for that question. If you change your mind about an answer, erase the first mark carefully, and then mark your new answer.
10. Avoid spending much time on any question. If you find a question difficult, move to the next question. You can come back to this question later.
11. Do all rough work in this booklet using, where necessary, the blank spaces in the question booklet.
12. Mobile phones are NOT ALLOWED in the examination room.
13. You must not take this booklet and answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination.

1. The desire for John-Paul to belong to a family group, sports team and a social club represents which level of needs on Maslow's hierarchy of need
 - A Self-actualisation
 - B Safety
 - C Esteem
 - D Social
2. The main idea of the Holistic Marketing Concept is
 - A Integrating all marketing activities and stakeholders
 - B Internal marketing
 - C Prioritizing profit
 - D Short-Term goals
3. A market situation having many buyers and sellers, with no single entity to influence the price is known as
 - A Monopoly
 - B Oligopoly
 - C Monopolistic competition
 - D Perfect competition
4. Identify an internal environmental factor.
 - A Political environment
 - B Economic environment
 - C Organisational culture
 - D Legal environment
5. Consumer attitudes and values are element belonging to which macro environmental factor?
 - A Political
 - B Socio- cultural
 - C Economic
 - D Demographic
6. Who is the author of the five forces model for analysing competition in a market?
 - A Phillip Kotler
 - B Peter Drucker
 - C Michael Porter
 - D Igor Ansoff
7. A marketing organization using a combination of functional and project-based structures is called
 - A Matrix based organization
 - B Market based organization
 - C Functional based organization
 - D Product based organization
8. Primary function of the marketing department is
 - A Market research and analysis
 - B Customer service
 - C Product development
 - D Distribution and sales
9. It is the responsibility of a marketing manager.
 - A Coordinate customer service
 - B Develop and implement marketing strategies
 - C Manage sales force
 - D Selling and buying
10. When CHOCOCAM'S market segmentation is based on lifestyle, values, and personality, she is practicing
 - A Geographic segmentation
 - B Behavioural segmentation
 - C Demographic segmentation
 - D Psychographic segmentation
11. Why do firms identify target markets?
 - A To focus marketing efforts on a group of customers
 - B To minimise distribution cost
 - C To increase production capacity
 - D To reduce competition
12. Identify a market positioning strategy.
 - A Market segmentation
 - B Targeting
 - C Brand re-positioning
 - D Product differentiation
13. "People" element in the additional 3Ps refers to
 - A Customers of a product
 - B Partners responsible for distribution
 - C Suppliers providing raw materials
 - D Employees responsible for production
14. An example of an Acquisition stage tactic in the 4A's is
 - A Providing free trials
 - B Offering loyalty rewards
 - C Building brand loyalty
 - D Generating leads
15. Convenience in the 4C's refers to
 - A Creating brand awareness
 - B Providing ease of access
 - C Differentiating a product
 - D Building customer relationship
16. It is a type of plan in marketing showing the present situation of a firm, goal to be achieved, budget and the strategies to be applied within a period of one year.
 - A Marketing plan
 - B Operational plan
 - C Annual plan
 - D Market plan
17. Which component of a marketing plan best describes the methods used to achieve the stated objectives of a firm?
 - A Marketing objective
 - B Marketing audit
 - C Marketing strategies
 - D Implementation
18. Situational analysis in strategic planning helps a company to
 - A Develop marketing strategy
 - B Analyse its financial performance
 - C Identify its strength and weaknesses
 - D Set goals and objectives

It is a tool used in portfolio analysis.

- A BCG Matrix
- B SWOT analysis
- C Marketing mix
- D PLC

10. If a person's buying behavior is influenced by age and gender, it is classified under

- A Technological factor
- B Psychological factor
- C Socio-cultural factor
- D Demographic factor

21. The ability to pay for a good or service is known as

- A Availability
- B Incentive
- C Purchasing power
- D Bonuses

22. In the consumers buying role, the person who first suggest the idea of buying a product is called

- A Decider
- B Initiator
- C Influencer
- D User

23. A buying behavior whereby Esther buys goods frequently at a low cost and without much involvement in the decision making is known as

- A Routine response
- B Dissonance reducing
- C Complex buying
- D Normal buying

24. The act of safeguarding consumers from possible dangers that can occur as production get more and more complex is referred to as

- A Consumerism
- B Consumer sovereignty
- C Trade unions
- D Consumer protection

25. What consumer right allows individuals to express their desires and preferences?

- A Right to safety
- B Right to choose
- C Right to be informed
- D Right to be heard

26. In which stage of the consumer adoption process does the consumer seek information about a product?

- A Interest
- B Evaluation
- C Awareness
- D Purchase

27. A type of organizational buying decision whereby CHOCOCAM buys cocoa from TELCA COCOA for the very first time can be described as

- A Modified rebuy
- B Straight rebuy
- C New task buying
- D Complex buying

28. B2B marketing is out to

- A Build long term relationships with businesses
- B Meet consumers' needs
- C Increase sales
- D Market to a large audience.

29. The buyers in B2B sales are

- A Individual customers
- B Retail customers
- C Organisations
- D Wholesalers

30. The major disadvantage of road transport is

- A Traffic congestion
- B High cost
- C Low speed
- D Rude drivers

31. A document required for exportation of goods and a proof of ownership is a

- A Certificate of origin
- B Bill of exchange
- C Bill of Lading
- D Consignment note

32. It is a mode of transport commonly used for international marketing.

- A Air transport
- B Rail transport
- C Road transport
- D Water transport

33. Firms are obliged to act in the best interest of the society. This is referred as

- A Marketing behaviour
- B Social responsibility
- C Consumers ethics
- D Consumer protection

34. A set of moral principles guiding consumer's behaviour is known as

- A Consumers responsibility
- B Consumers right
- C Consumer protection
- D Consumers ethics

35. Which term best describes a firm's voluntary efforts to improve social and environmental conditions?

- A Corporate social responsibility
- B Consumers social responsibility
- C Environmental protection
- D Firms' obligation

36. The utilization and adaptation of best marketing practices for the purpose of conducting commerce in other countries is known as

- A International commerce
- B International business
- C International marketing
- D International organization

37. It acts as a barrier when promoting products in the international market.
- Culture and disease
 - Region and purchasing power
 - Tariffs and restriction
 - Money and political barriers
38. What role does cultural adaptation play in the international marketing strategies?
- Relevant for product design
 - Affects pricing strategies
 - Helps in understanding local consumer behaviour
 - Has no significant impact
39. Services cannot be stored. This describes which service characteristics.
- Inconsistency
 - Variability
 - Inseparability
 - Heterogeneity
40. The process of creating, communicating, delivering and exchanging offerings that satisfy the needs/wants of customers is known as
- Product marketing
 - Sellers service
 - Retail services
 - Service marketing
41. An advantage of a straight commission compensation plan is
- It offers fixed salary
 - Bonuses will be minimise
 - Income is directly related to productivity
 - It increase the number of sales force
42. "Motivating high level selling efforts encourage the sales success". Which component is suitable for this objective?
- Commissions
 - Fixed salary
 - Bonus
 - Benefits
43. The emphasis put on each phase of the selling process varies according
- Laws and customs
 - Seasons and market conditions
 - Product and customer
 - Geographic and economic factors
44. How different might the selling process of an expensive item be from that of an inexpensive item?
- Shorter sales preparation
 - Difficult to discover customer needs
 - Easier to find potential customers
 - More difficult to close sales
45. Which in-store sales technique involves asking customers questions to best understand their needs?
- Product demonstration
 - Consultative selling
 - Visual merchandising
 - Reactive selling
46. An example of an out-store sales is
- Online sales
 - Trade shows sales
 - Wholesale store
 - Retail store sales
47. Identify a customer service before sales
- Welcoming the customer
 - Product presentation
 - Sales pitch
 - Cost leadership
48. A warrantee is a
- Customer service
 - Service during sales
 - Service before sales
 - Service after-sales
49. When a company produces and promotes products that are environmentally friendly and sustainable, it is practicing
- Environmental marketing
 - Green marketing
 - Traditional marketing
 - Societal marketing
50. Define relationship marketing.
- Marketing that focuses on customer satisfaction
 - Marketing that focuses on building trust and loyalty.
 - Marketing that focuses on company satisfaction
 - Marketing that is viral

END.
GO BACK AND CHECK YOUR WORK.