

2025/2/2025

MARKETING SKILLS/

ADVANCED LEVEL

20

SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

THE TEACHERS' RESOURCE UNIT (TRU)
Cellule d'appui à l'action Pédagogique

IN COLLABORATION WITH
En collaboration avec

**THE REGIONAL INSPECTORATES OF PEDAGOGY AND
THE SUBJECT TEACHERS' ASSOCIATIONS (STA)**

SATURDAY 22nd MARCH 2025

ADVANCED LEVEL

Specialty	MARKETING-MKT (ACC)
Subject Title	MARKETING SKILLS
Subject Code Number	7065
Paper Number	2

THREE HOURS

INSTRUCTIONS TO CANDIDATES:

This paper carries SIX questions. Answer any FOUR questions.

All questions carry equal marks

If you answer MORE THAN four (4) questions, ONLY the first FOUR (4) answers presented will be marked and the other cancelled.

You must use ONLY Blue or Black ink. No answer in Pencil will be marked.

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.

QUESTION ONE

MTN, Africa's largest telecom provider, has successfully expanded across multiple countries by implementing localized international marketing strategies. In Nigeria, MTN introduced affordable data bundles and partnered with local influencers to boost brand engagement. In South Africa, it focused on digital transformation, launching the MTN Ayoba App, a messaging platform tailored to African users. Additionally, MTN's "Everywhere You Go" campaign strengthened its brand identity across diverse markets. By adapting to regional preferences, leveraging digital marketing, and offering competitive pricing, MTN has built a strong international presence.

- Explain THREE reasons why firms go international. (6marks)
- Elaborate on THREE macro environmental factors which may affect this company. (6marks)
- Describe THREE international marketing strategies MTN can use in international markets. (6marks)
- Examine FOUR characteristics of services. (7marks)

TOTAL: (25MARKS)**QUESTION TWO**

SHILAND Graphics, located in Buea, is an IT company dedicated in enhancing customer relationships. By understanding customer needs, the company aims to implement successful relationship marketing strategies that do not only foster loyalty but also drive long-term engagement. This commitment to customer satisfaction position SHILAND Graphics as a reliable firm in the IT sector.

- Explain customer satisfaction and elaborate on any THREE benefits of customer loyalty to SHILAND Graphics. (8marks)
- Examine THREE types of organizational buying decision. (6marks)
- Discuss THREE rights of a consumer. (6marks)
- Describe the term relationship marketing and explain THREE levels of relationship marketing. (5marks)

TOTAL: (25MARKS)**QUESTION THREE**

The increase in competition across various industries has compelled companies to closely analyze customer behavior and purchasing habits. This will enable management to tailor their marketing strategies towards enhancing product offerings and improve customer experiences, with the aim of fostering brand loyalty in a competitive marketplace.

- Enumerate and examine THREE types of competition existing in a market. (6marks)
- Discuss THREE social factors influencing consumer buying behavior. (6marks)
- Evaluate THREE marketing eras. (6marks)
- Explain the stages in the new product adoption process. (7marks)

TOTAL: (25MARKS)

QUESTION FOUR

GIDAS HOUSE is a company in Douala involved in the importation of fairly used cars and car body parts. It intends to expand its services to other regions of the territory and neighboring countries like Chad and Gabon. The CEO hires a marketer to carry out a market analysis.

- Explain FOUR importation documents. (4marks)
- Discuss THREE modes of transportation stating an advantage and a disadvantage each. (7marks)
- Elaborate on THREE approaches GIDAS HOUSE can use to enter the international market. (6marks)
- Examine FOUR factors GIDAS HOUSE will consider before choosing a transportation system. (8marks)

TOTAL: (25 MARKS)

QUESTION FIVE

The marketplace comprises of diverse customer segments, each with unique perceptions of organizational products. To effectively engage these varied customer groups, companies employ different strategies to capture their attention and meet their distinct needs.

- Distinguish between product positioning and market positioning. (3marks)
- Discuss THREE competitive positioning strategies that can be used by companies to win customers. (6marks)
- Examine the stages involved in the consumer buying process. (8marks)
- Elaborate on FOUR market growth strategies according to ANSOFF. (8marks)

TOTAL: (25 MARKS)

QUESTION SIX

"Fashion Matters" a fashion design company has experienced a decline in revenue. After conducting a thorough investigation, it was discovered that a drop in product quality was the primary cause of customer decline. To address this issue, the manager has decided to recruit a marketer to develop and implement a strategic solution.

- Explain the term customer service. (2marks)
- Discuss four types of after sales services this company can offer to its customers. (8marks)
- Explain the components of a strategic marketing plan. (8marks)
- Advise the company on FOUR Social responsibility aspects they can carry out towards the community. (8marks)

TOTAL: (25 MARKS)