

7065/3/2025
MARKETING SKILLS 3
ATVEE

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)

MONDAY 24th MARCH 2025
LEVEL

ADVANCED

Specialty	MARKETING-MKT (ACC)
Subject Title	MARKETING SKILLS
Subject Code Number	7065
Paper Number	3

THREE HOURS

INSTRUCTIONS TO CANDIDATES:

This paper carries FOUR questions. Answer Question ONE and any other TWO questions.

If you answer MORE THAN THREE (3) questions, ONLY the first THREE (3) answers presented will be marked and the other cancelled.

In all questions involving calculations, show all the steps in your working.

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

As the CEO of EKABLINK, Betty had always been passionate about promoting environmentally friendly transportation. Her company had been successful in home based markets, but she knew it was time to expand.

The CEO convened a meeting with her marketing team to discuss their strategy and to conduct an environmental scan. The team got to work, researching the market and identifying key trends.

With this information, the team developed a marketing mix strategy targeting environmentally conscious consumers.

As the company's sales began to grow, Betty set her sights on international expansion. She turned to her friend JOOGENTA the CEO of a US-based company involved in the same line of operation, who had recently expanded into international markets. The company partnered with local distributors and retailers by adapting its marketing mix strategy to address the macro-environmental factors in each market.

As EKABLINK international sales grew, Betty knew she had made the right marketing plan and marketing decisions. Her company has established itself as a leading global brand. This proved that with the right marketing strategies and commitment to values, even small companies could make a big impact.

- Explain environmental scanning (2marks)
- Differentiate between a market based marketing department and a matrix or complex based department. (2marks)
- Discuss three international marketing strategies. (6marks)
- Explain three target marketing strategies. (6marks)
- Match the 4P's of the marketing mix to the 4C's and 4A's of marketing. (8marks)
- Examine four factors in the macro environment which can affect the marketing management of a company. (8marks)
- Elaborate on the holistic marketing concept and explain three of its concept. (8marks)

TOTAL: (40 MARKS)

QUESTION TWO

Heartland supermarket, located in the heart of Molyko, Buea, deals with the importation and sales of products. It is assumed that this supermarket had experienced a significant decline in revenue by the end of 2021. The drop was attributed to the quality of customer service provided by the sales team, resulting to customer dissatisfaction and a subsequent decline in turnover. To revitalized sales, management decided to implement innovative marketing strategies and enhance aftersales services. The goal was to boost sales and eventually increase revenue, thus reestablishing Heartland supermarket as a preferred shopping destination.

- Outline four types of aftersales services. (2marks)
- Explain four ways in which a sales team can be animated. (4marks)
- Enumerate three types of objections raised by customers and explain how to handle them. (6marks)
- Examine four impacts of the marketing mix on international marketing. (8 marks)
- Explain a service and discuss the 4I's of service characteristics. (10marks)

TOTAL :(30 MARKS)

QUESTION THREE

The marketing director of Guinness SA was given a task by the general manager to see how their market share can be increased in the Cameroon brewery industry. For this to be done, they are to understand both the consumer and organizational buying behaviors. The marketing director in an attempt to gain more market shares introduced relationship marketing to enable them create and maintain long lasting relationship with customers. This relationship marketing brought about competitive advantage, increase in sales, valuable feedback, high customer retention rate, trust and loyalty with customers.

- a) Describe the stages involved in organizational buying. (8marks)
- b) Examine the concept of SWOT analysis and state three important to a business. (8marks)
- c) Explain three factors influencing organizational buying behavior (6marks)
- d) Elaborate on the concept of relationship marketing and identify four of its benefits. (6marks)
- e) Identify the four types of consumers Guinness SA is likely to meet in the market (2marks)

TOTAL: (30 MARKS)

QUESTION FOUR

SOACAM a thriving motorbike business based in Kumba, Cameroon, has expanded its operations by opening new branches in the different regions of the country. To effectively cater for its diverse customer base across these regions, SOACAM developed tailored marketing strategies, including market segmentation, targeting and positioning.

In response to increasing competition, SOACAM intends to establish itself as a regional leader by expanding into neighboring countries thereby gaining international recognition.

- a) Explain THREE trade barriers set by the government to protect infant industry. (3marks)
- b) Discuss THREE measures taken by the government to protect consumers. (6marks)
- c) Explain the term segmentation and examine FOUR criteria for effective segmentation. (7marks)
- d) Explain THREE ways that firms can carry out their corporate social responsibility to both the community and customer. (7marks)
- e) Discuss the THREE types of competitive marketing strategies that a firm can use. (7marks)

TOTAL: (30 MARKS)

END!