

5060/2/2025
PRODUCT MASTERY/ 2/ITVE

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)

THURSDAY 20th March 2025

INTERMEDIATE LEVEL

Specialty Name/Specialty code	MARKETING – MKT (ACC)
Subject Title	PRODUCT MASTERY
Paper No	2
Subject Code No	5060

Duration: Two Hours Thirty Minutes

INSTRUCTIONS TO CANDIDATES:

This paper carries SEVEN questions. Answer any FIVE questions.

Each question carries 20 marks. For your guidance, the approximate mark for each part of a question is indicated in brackets.

If you answer MORE THAN five (5) questions, ONLY the first five (5) answers presented will be marked and the other cancelled.

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

All Appendices filled or completed should be handed in with your answer booklet.

All necessary calculations must be shown.

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.

QUESTION ONE

You are a marketing consultant hired by a leading beverage company. The company has been experiencing a decline in market shares over the past few decades despite its strong brand presence. The company's management team is concerned about the decline and has asked you to conduct an analysis of the market, consumer behavior and market share.

- a) Identify four factors influencing consumers purchasing behavior. (4marks)
- b) State and explain four marketing orientations. (8marks)

If the total sales of the Cooking Oil industry in Cameroon is 300,000,000frs per annum and the firms in the industry have the following market shares as a percentage of the total sales; Mayor 35%, Olio 30%, SOCAPALM 20% and Golden Fiesta 15%.

- c) Determine the market share in value for the above firms in the cooking oil industry. (8marks)

QUESTION TWO

The marketing team of "Sweet Passion Perfumes" dedicated its effort to creating catalogues that effectively showcase the brands offerings. Each image included in the catalogue is selected to represent the packaged products accurately, highlighting its unique attributes, such as the brand mark, trade mark, logo, and colour amongst others. This is to ensure that potential customers have a clear and attractive visual representation of the perfumes.

- a) Define the following product attributes; brand, trade mark and logo. (6marks)
- b) State four purchase documents to be used by the marketing team of Sweet Passion. (6marks)
- c) List and explain four (4) functions of packaging to the management of Sweet Passion Perfumes. (8marks)

QUESTION THREE

Joe Cargo JFI express is a company responsible for maritime transportation of cargo to and from a country. Imported shipments typically take approximately 50 to 60 days to arrive by sea. Once they reach their destination the goods are stored in warehouses pending the clearance process.

- a) Define sea transport and give four (4) advantages of sea transport to Joe Cargo JFI express. (8marks)
- b) State and explain four types of warehouses in Cameroon. (8marks)
- c) List four documents used in the transportation of goods. (4marks)

QUESTION FOUR

Possessing an in-depth-knowledge of the company's product is a key responsibility of salespersons. This expertise enable them to effectively address customer concerns, provide clear distinction between consumable and non-consumable household products, and offer informed guidance to drive sales and customer satisfaction.

- a) Define goods and services and list four service sectors in Cameroon. (4marks)
- b) State and explain the different types of objections raised by prospects. (8marks)
- c) Giving two examples each, differentiate between consumable household and non-consumable household products. (8marks)

QUESTION FIVE

Source Du Pays S.A is a leading manufacturer and distributor of sweet drinks and mineral water to several retail outlets. Despite the company's strategic organization and presentation of new products across multiple sales points, certain products still struggle with market acceptance.

- a) Define the following terms; –
 - i. Product length
 - ii. Product width
 - iii. Product line
 - iv. Product range
- b) Give four (4) reasons why some new products fail. (8marks)
- c) State and explain two (2) types of display furniture used in a sales point. (4marks)

QUESTION SIX

ABC enterprise, a prominent manufacturer of natural juice has recently launched a new range of organic soft drinks. The products are appealing to a broad audience, but the company needs to identify specific segments to target effectively. Also, some customers have expressed concerns about the product's texture and consistency, suggesting that the product quality may be below customer expectations.

- a)
 - i. State and explain three bases for segmentation
 - ii. Give two (2) targeting strategies that can effectively reach a selected segment. (8marks)
- b) State and explain four (4) basic consumer rights. (8marks)
- c) Outline four (4) importance of labeling. (4marks)

QUESTION SEVEN

Apple Store is a distributor of electronic devices, including smartphones, laptops and tablets. The company operates in a competitive market structure with various retailers and wholesalers. The company is facing challenges in managing its inventory levels, distribution channels, and market competition. You are responsible for optimizing the company's inventory management, distribution strategies and market positioning.

- a)
 - i. What is distribution? State two differences between the two types of distribution channels.
 - ii. Briefly differentiate between an oligopolistic and monopolistic market structure. (9marks)
- b) Explain the following elements of inventory management; alarm stock, security stock, minimum and maximum stock. (8marks)
- c) Define market positioning and state two positioning strategies. (3marks)