

PRODUCT MASTERY 1
5060

SOUTH WEST REGIONAL MOCK EXAMINATION

TECHNICAL AND VOCATIONAL EDUCATION EXAMINATION

The Teachers' Resource Unit (TRU) in collaboration with the Subject Teachers' Association (STA)

TUESDAY 17th MARCH 2026

INTERMEDIATE LEVEL

Specialty Name and Acronym	MARKETING (SALESMANSHIP) – MKTG (ACC)
Centre Number	
Centre Name	
Candidate Identification Number	
Candidate Name	

Mobile phones are NOT allowed in the examination room.

PRODUCT MASTERY 1: MULTIPLE CHOICE QUESTION PAPER

Duration: One and a Half Hours

INSTRUCTIONS TO CANDIDATES

Read the following instructions carefully before you start answering the questions in this paper. Make sure you have a soft HB pencil and an eraser for this examination.

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 "INTERMEDIATE LEVEL- 5060 PRODUCT MASTERY 1".
4. Fill in the information required in the spaces provided above.
5. 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.

Take care you do not crease or fold the answer sheet or make any marks on it other than those ask for in these instructions.

How to answer questions in this examination:

6. Answer **ALL** the 50 questions in this examination. All questions carry equal marks.
7. 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)

8. 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.
9. 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.
10. Do all rough work in this booklet using, where necessary, the blank spaces in the question booklet.
11. Mobile phones are NOT allowed in the examination room.
12. At the end of the examination, the invigilator shall collect the answer sheet first and then the question booklet.

DO NOT ATTEMPT TO LEAVE THE EXAMINATION HALL WITH IT.

1. The term in the definition of marketing by AMA, that highlights the importance of creating and delivering offerings that benefit customers and the society is
 - A Value
 - B Activity
 - C Creating
 - D delivering
2. A school wants to know what type of uniforms students prefer before ordering them. This activity represents
 - A Anticipating
 - B Satisfying customers' needs
 - C Identifying customers' needs
 - D Selling
3. Running TV adverts and radio programs to encourage people to buy a new mobile phone is an example of
 - A Pricing
 - B Promotion
 - C Distribution
 - D Selling
4. Convincing customers to buy products through advertising best describes the
 - A Marketing concept
 - B Product concept
 - C Production concept
 - D Selling concept
5. Advertising new courses to attract students can be referred to as
 - A Marketing in school
 - B Service marketing
 - C Professional marketing
 - D Marketing advertising
6. A product in marketing must be
 - A Tangible
 - B Expensive
 - C Sold in stores
 - D Able to satisfy customer's needs/wants
7. Choosing bright, attractive colours for soft drinks bottles is important because
 - A It makes the product heavier
 - B It attracts customers
 - C It lowers price
 - D It reduces product standard
8. Free home delivery and a discount coupon with a bottle of juice are examples of
 - A Augmented products
 - B Core product
 - C Tangible product
 - D Actual product
9. Variations of a single product, like a shoe in different sizes and colours represents the
 - A Height
 - B Length
 - C Width
 - D Depth
10. A flight ticket that was not used on the day of travel and cannot be used on a later date best describes which service characteristics?
 - A Intangibility
 - B Perishability
 - C Inconsistency
 - D Inseparability
11. Buying a product because it is popular in one's community shows the influence of
 - A Social factors
 - B Cultural factors
 - C Personal factors
 - D Psychological
12. Feelings of satisfaction or dissatisfaction after buying a product occur at the
 - A Evaluation stage
 - B Purchase stage
 - C Post-purchase behaviour stage
 - D Awareness stage
13. Using the same brand name for several product is known as
 - A Family branding
 - B Individual branding
 - C Product mix
 - D Rebranding
14. The quality of raw materials used in making a product is considered as a
 - A Commercial characteristics
 - B Promotional feature
 - C Technical characteristics
 - D Legal feature
15. Packaging that allows easy handling and storage provides
 - A Promotion
 - B Convenience
 - C Identification
 - D Information
16. A symbol or sign used to represent a brand is called a
 - A Logo
 - B Label
 - C Brand name
 - D Trademark

17. Labelling can influence buying decisions because it

- A Replaces advertising
- B Has manufacturing details
- C Increase product distribution
- D Acts as a silent salesman

18. A label that helps customers recognise a product on the shelf, performs the function of

- A Storage
- B Convenience
- C Identification
- D Protection

19. Consumers, employees, and competitors are common sources of

- A Raw materials
- B Product designs
- C Product ideas
- D Test marketing

20. The stage at which a product idea is developed into a detailed proposal is called

- A Idea generation
- B Concept development
- C New Product Development
- D Commercialisation

21. In the BCG matrix, products are classified based on

- A Market share and market growth
- B Price and quality
- C Sales volume and profit
- D Branding and packaging

22. Products that generate steady cash with little need for investment are called

- A Dogs
- B Stars
- C Cash cows
- D Question marks

23. Sales are usually low and promotion costs are high at the

- A Growth stage of the PLC
- B Introduction stage of the PLC
- C Maturity stage of the PLC
- D Decline stage of the PLC

24. Intense competition and stable sales are common during the

- A Introduction stage of the PLC
- B Growth stage of the PLC
- C Decline stage of the PLC
- D Maturity stage of the PLC

25. Age gender and income represents

- A Geographic factors
- B Demographic factors
- C Psychographic factors
- D Behavioural factors

26. Market segmentation can increase customer satisfaction because products are

- A Tailored to needs
- B Standardized
- C Overpriced
- D Scarce

27. Targeting a market segment with specific advertising and pricing strategies is called

- A Mass marketing
- B Generic marketing
- C Niche marketing
- D Wholesale marketing

28. Choosing a single market segment and putting concentrating all efforts on it is known as

- A Concentrated marketing
- B Mass marketing
- C Differentiated marketing
- D Undifferentiated marketing

29. A company promoting its product as "the most affordable" is using positioning based on

- A Quality
- B Usage
- C Price
- D Place

30. Positioning a product for a specific purpose or situation is called positioning by

- A Price
- B Usage
- C Quality
- D Benefit

31. Positioning a product for a specific purpose or situation is called positioning by

- A Promotion
- B Product
- C Price
- D Place

32. Introducing a new package design affects mainly the

- A Product
- B Price
- C Place
- D Promotion

33. A channel involving producer, wholesaler, retailer and consumer is known as a

- A Direct channel
- B Distribution channel
- C Indirect channel
- D Short channel

34. Exclusive distribution means that

- A Products are sold everywhere
- B Only one distributor is eligible to sell the product

- C Goods are sold without retailers
D Products are sold only to wholesalers
-
35. Transportation is closely linked to which other marketing function?
A Branding
B Packaging
C Advertising
D Warehousing
-
36. A consignment note is mainly used for
A Air transport
B Sea transport
C Road transport
D Pipeline transport
-
37. One special feature of a bill of lading is that it acts as a
A Document of title
B Receipt only
C Price list
D Promotional tool
-
38. Goods stored in a warehouse for - term safety are often kept in a
A Bonded warehouse
B Public warehouse
C Private warehouse
D Cold warehouse
-
39. Bonded warehouses are mainly used for storing
A Perishable goods
B Imported goods awaiting payment of custom duty
C Wholesale goods
D Industrial products
-
40. As compared to an I-shaped layout, a U-shaped layout of a warehouse
A Has receiving and shipping at opposite ends
B Requires more space for r handling
C Eliminates storage racks
D Reduces internal movement distance
-
41. Commercial characteristics recorded in a product analysis sheet includes
A Colour and shape
B Quality and price
C Size and weight
D Ingredients and compositions
-
42. A well designed layout of a product analysis sheet helps managers to
A Make informed decisions on marketing
B Reduced warehouse space
C Eliminate advertising needs
D Supply
-
43. The ability of a product to meet customer expectations is referred to as
A Quality control
B Product quality
C Product analysis
D Core product
-
44. Reliability as a dimension of product quality refers to a product's ability to
A Meet legal standards
B Be easily prepared
C Look attractive to consumers
D Perform consistently without failure
-
45. Conformance to specifications means that a product
A Matches the agreed quality standards
B Is attractively packaged
C Is sold at a low price
D Has many product features
-
46. In a perfectly competitive market, firms are
A Price makers
B Price leaders
C Price takers
D Price controllers
-
47. If a firm sells goods worth 15million FCFA in a market with total sales of 75million, its market share will be
A 15%
B 20%
C 25%
D 30%
-
48. Stock management refers to the
A Planning, controlling and monitoring stock levels
B Buying goods when needed
C Selling goods at high prices
D Storage of finish goods
-
49. Calculate the alarm stock given that maximum usage is 90units/day and maximum lead time is 5days.
A 350units
B 400unit
C 450units
D 500units
-
50. The use of the FIFO method of stock valuation is most suitable for
A Perishable goods
B Non- perishable goods
C Capital goods
D Industrial goods
-

END.

GO BACK AND CHECK YOUR WORK.