kasneb

DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 27 November 2017. **Time Allowed: 3 hours.**

Answer any FIVE questions. **ALL questions carry equal marks.**

QUESTION ONE
(a)   (i)   Explain the term "customer service charter".   (2 marks)

     (ii)   Discuss three limitations associated with customer service charter   (6 marks)

(b)   Explain four roles of marketing in economic development of your country.   (4 marks)

(c)   Describe four factors that an organisation might consider before implementing a marketing plan.   (8 marks)

         (Total: 20 marks)

QUESTION TWO
(a)   With reference to distribution of products, distinguish between "direct distribution" and "indirect distribution".

         (4 marks)

(b)   Discuss three types of consumer buying decisions.   (6 marks)

(c)   Suggest five benefits an organisation could gain from conducting an effective market research.   (10 marks)

         (Total: 20 marks)

QUESTION THREE
(a)   Highlight five methods which management could use to motivate sales personnel.   (5 marks)

(b)   Explain five reasons why organisations use advertising agencies to market their products.   (5 marks)

(c)   Analyse five benefits of e-marketing to an organisation.   (10 marks)

         (Total: 20 marks)

QUESTION FOUR
(a)   Explain four contributions of product life cycle (PLC) analysis to marketing decisions.   (4 marks)

(b)   Discuss four forces that could drive an organisation to participate in corporate social responsibility.   (8 marks)

(c)   Analyse four approaches a customer care provider might use to handle difficult customers.   (8 marks)

         (Total: 20 marks)

QUESTION FIVE
(a)   Outline three qualities of a good target market.   (3 marks)

(b)   Explain five mistakes which a customer care provider should avoid while offering services to customers.   (5 marks)

(c)   With reference to customer decision making process, suggest three possible outcomes of post-purchase evaluation.   (6 marks)

(d)   Discuss three ways of classifying consumer goods.   (6 marks)

         (Total: 20 marks)

QUESTION SIX

(a)   Highlight five factors that might influence change in product mix.   (5 marks)

(b)   Explain five approaches that an organisation could use to win back customers goodwill.   (5 marks)

(c)   Justify five reasons why organisations carry out sales forecasts.   (10 marks)

(Total: 20 marks)

QUESTION SEVEN

(a)   Summarise four tactics which organisations could institute to promote good relationship with customers.   (4 marks)

(b)   Evaluate three factors that an organisation could consider before undertaking market segmentation.

                    (6 marks)

(c)   Describe five stages of the environmental scanning process.   (10 marks)

(Total: 20 marks)

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