



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 30 November 2017.

Time Allowed: 3 hours.

Answer any TWO questions in SECTION I and any THREE questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) Explain the term “corporate advertising”. (2 marks)
- (b) Outline six steps involved in targeting and positioning a service in the market. (6 marks)
- (c) Assess six pricing methods that financial providers should consider while pricing their products. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Explain the term “marketing information system (MIS)”. (2 marks)
- (ii) Highlight four components of a marketing information system. (4 marks)
- (b) Discuss five factors that influence promotional mix. (10 marks)
- (c) Holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognise their breadth and interdependencies.

With reference to the above statement, summarise four components of holistic marketing. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Suggest four purposes of carrying out a marketing environment analysis. (4 marks)
- (b) Discuss four ethical issues in direct marketing. (8 marks)
- (c) Product mix, also known as product assortment, refers to the total number of product lines that a company offers to its customers.

With reference to the above statement, explain four facets of a company’s product mix. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FOUR

- (a) With reference to publicity of a business, explain the term “press kit”. (2 marks)
- (b) Outline six merits of customer relationship management (CRM) to an organisation. (6 marks)
- (c) Discuss three defenses against libel. (6 marks)
- (d) Summarise six ethical principles in public relations practice. (6 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Social media if used properly offers a great tool for public relations. A good cover photo could be powerful, persuasive and emotive.

With reference to the above statement, outline six guidelines to be followed while selecting a cover photo to be used on social media. (6 marks)

- (b) Assess five public relations tools commonly used by public relations officers. (10 marks)
- (c) Success factors for public relations strategies in not for profit organisations are mostly similar to those in for profit organisations.

With reference to the above statement, examine two similarities between public relations strategies in not for profit and in for profit organisations. (4 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Analyse four measurement indicators that could be used to assess the impact of a public relations campaign. (8 marks)
- (b) Identify five areas of public relations research. (5 marks)
- (c) Media relations refers to the relationship that a company or organisation develops with journalists and media houses.

With reference to the above statement, outline seven roles of a company's public relations department. (7 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) With reference to public relations, summarise five merits of using each of the following communication media:

- (i) Radio. (5 marks)

- (ii) Television. (5 marks)

- (b) Highlight five factors that might influence an organisation to adopt sponsorship as a public relations technique. (5 marks)

- (c) Explain five demerits of engaging public relations consultants. (5 marks)

(Total: 20 marks)

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