



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 29 November 2018.

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) With reference to marketing, distinguish between the following terms:
- (i) "Competitive marketing intelligence" and "competitive marketing strategies". (4 marks)
  - (ii) "Consumer generated marketing" and "consumer oriented marketing". (4 marks)
- (b) Summarise six purposes of trade promotions. (6 marks)
- (c) Discuss three elements of an effective brand positioning. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four dimensions of retail pricing decisions. (8 marks)
- (b) Analyse four reasons why a new product could fail. (8 marks)
- (c) Describe four functions of warehouses. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Explain the term "relationship marketing". (2 marks)
- (ii) Highlight five benefits of relationship marketing to an organisation. (5 marks)
- (b) Summarise five characteristics of an attractive market niche. (5 marks)
- (c) Marketing has evolved into its present day prominence over a period of time.

**Required:**

- Examine four eras of marketing. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Enumerate five steps taken by public relations professionals to ensure a successful public relations campaign. (5 marks)
- (b) Highlight five points on writing an effective press release. (5 marks)
- (c) Discuss five roles played by public relations consultancy firms. (10 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Explain four elements required from the plaintiff to prove libel. (4 marks)
  - (b) Outline five functions of public relations in an organisation. (5 marks)
  - (c) Summarise four justifications why public relations should not be confused with journalism. (8 marks)
  - (d) Identify three skills that an effective public relations professional should possess. (3 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Outline five elements of a public relations strategy. (5 marks)
  - (b) Outline four ethical principles which public relations practitioners should abide to. (4 marks)
  - (c) With reference to public relations, summarise five shortcomings of online media. (5 marks)
  - (d) Jefkin's six point public relations planning model is widely used by public relations practitioners worldwide during planning of public relations programmes. (6 marks)
- With reference to the above statement, explain the six point model. (6 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) With reference to employee relations, examine internal public relations tools. (6 marks)
  - (b) Discuss three techniques of collecting data during a public relations survey. (6 marks)
  - (c) Analyse three kinds of press events. (6 marks)
  - (d) Identify two reasons why public relations managers should create and maintain investor confidence. (2 marks)
- (Total: 20 marks)**
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