



DCM LEVEL III

**MARKETING AND CUSTOMER RELATIONS**

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**TUESDAY: 26 November 2019.**

**Time Allowed: 3 hours.**

**Answer any FIVE questions.**

**ALL questions carry equal marks.**

**QUESTION ONE**

- (a) Outline four roles of a marketing information system to an organisation. (4 marks)
  - (b) Suggest four reasons why an organisation needs to conduct regular market research. (8 marks)
  - (c) Summarise four differences between “marketing” and “selling”. (8 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) (i) Define the term “market segmentation”. (2 marks)
  - (ii) Explain four qualities of effective market segmentation. (8 marks)
  - (b) Describe five factors which could influence the choice of a distribution channel. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Explain four ways in which an organisation could make use of customer databases. (4 marks)
  - (b) Describe four drawbacks of e-business to a seller. (8 marks)
  - (c) Discuss four approaches which an organisation could use to improve the quality of its marketing intelligence. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) With reference to consumer buying behaviour:
    - (i) Explain the term “impulse buying”. (2 marks)
    - (ii) Analyse four factors which could contribute to impulse buying. (8 marks)
  - (b) Discuss five techniques which salesmen could use to increase their sales. (10 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Discuss five unethical practices that are associated with marketing. (10 marks)
  - (b) Analyse five benefits that an organisation could derive from appropriately positioning its products. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Highlight five characteristics of a satisfied customer. (5 marks)
  - (b) Summarise five factors which could determine the price of a product. (5 marks)
  - (c) Suggest five strategies that an organisation could employ in order to build a strong positive corporate image. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) (i) Explain the meaning of “sustainability marketing”. (2 marks)
  - (ii) Identify four ways in which an organisation could practise sustainability marketing. (4 marks)
  - (b) Explain six reasons why customer complaints are important to an organisation. (6 marks)
  - (c) Describe four key sections of a marketing plan. (8 marks)
- (Total: 20 marks)**
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