



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

WEDNESDAY: 27 November 2019.

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) Price fixing is illegal. It is considered to be anti-competitive as well as unethical.

With reference to the above statement, explain three price fixing practices prohibited by law in your country. (6 marks)

- (b) (i) Explain the term "augmented product". (2 marks)

(ii) Discuss four types of augmented products. (8 marks)

- (c) Summarise four pillars of marketing. (4 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Explain six objectives of market segmentation. (6 marks)

- (b) In modern times, marketing has become a very complex and tedious task. Marketing has emerged as a new specialised activity along with production.

With reference to the above statement, discuss four importance of undertaking marketing. (8 marks)

- (c) Describe three examples of sales promotion strategies. (6 marks)

(Total: 20 marks)

QUESTION THREE

- (a) List the six stages in the consumer buying process. (6 marks)

- (b) Discuss six functions of packaging. (6 marks)

- (c) Analyse four functions of advertising. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FOUR

- (a) (i) Explain the term "crisis". (2 marks)

(ii) Describe five steps of a crisis communication plan. (5 marks)

- (b) Argue four benefits that could accrue to a company that maintains good public relations (PR). (8 marks)

- (c) Assess five elements that the news editor must consider for information to be classified as newsworthy. (5 marks)

(Total: 20 marks)

**QUESTION FIVE**

- (a) Propose five ways on how social media could be used in campaigns. (5 marks)
- (b) Describe three actions that public relation practitioners should avoid as part of their legal responsibilities. (6 marks)
- (c) Public relations (PR) practitioners undertake a variety of PR activities throughout the communications life cycle as they seek to identify and build relationships with the media.

With reference to the above statement, analyse four public relations activities. (4 marks)

- (d) Explain five functions of a public relations manager. (5 marks)

**(Total: 20 marks)**

**QUESTION SIX**

- (a) Identify four primary objectives of community relations. (4 marks)
- (b) Differentiate between public relations (PR) activities and advertising. (8 marks)
- (c) Discuss four elements considered in computation of public relations (PR) consultancy fee. (8 marks)

**(Total: 20 marks)**

**QUESTION SEVEN**

- (a) Assess three essential features of a photo caption. (6 marks)
- (b) "The goal of employees communication is to identify, establish and maintain mutually beneficial relationships between the organisation and employees to whom its success or failure depends."

With reference to the above statement, identify four stages of employment where effective communication is vital. (4 marks)

- (c) Outline six characteristics of propaganda. (6 marks)
- (d) Explain four functions of government public relations practitioner. (4 marks)

**(Total: 20 marks)**

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