



CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

WEDNESDAY: 27 November 2019.

Time Allowed: 3 hours.

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

SECTION I

QUESTION ONE

- (a) Explain five benefits of using commission as a method of remunerating salesmen. (5 marks)
- (b) Suggest five reasons why marketers brand their products. (5 marks)
- (c) Discuss five benefits of mobile marketing. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Define the term "marketing planning". (2 marks)
- (ii) Summarise five merits of marketing planning. (5 marks)
- (b) Outline five benefits of market segmentation. (5 marks)
- (c) Discuss four factors which a marketer could consider while selecting an advertising agency. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Identify four factors that could contribute to new product development. (4 marks)
- (b) Summarise four challenges of using social media marketing in a business. (8 marks)
- (c) Describe four types of promotional pricing a company could use to increase the sales. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Outline five uses of marketing information. (5 marks)
- (b) Explain the meaning of the following types of marketing:
- (i) Relationship marketing. (2 marks)
- (ii) Integrated marketing. (2 marks)
- (c) Summarise six contributions of marketing to the society. (6 marks)
- (d) Highlight five benefits that could accrue to an organisation from decentralising its sales management. (5 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight three unethical practices associated with public relations professionals. (3 marks)
 - (b) Explain five disadvantages of using oral communication in an office. (5 marks)
 - (c) Summarise four benefits of e-mailing memos in an organisation. (4 marks)
 - (d) Discuss four reasons why it is important for an organisation to train employees on customer service. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline five qualities of a good report. (5 marks)
 - (b) Highlight five roles of the Secretary before a meeting. (5 marks)
 - (c) (i) Define the term “public relations”. (2 marks)
 - (ii) Discuss four methods that an organisation could use to build good public relations. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain five advantages of grapevine communication in an organisation. (10 marks)
 - (b) (i) Define the term “teleconferencing”. (2 marks)
 - (ii) Discuss four disadvantages of teleconferencing. (8 marks)
- (Total: 20 marks)**
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