

SIR ARTHUR LEWIS COMMUNITY COLLEGE

DIVISION OF TECHNICAL EDUCATION

AND

MANAGEMENT STUDIES

#M20

EXAMINATION SESSION : December 2004 - FINAL EXAMINATION
TUTOR(S) : Mr. F. EPHRAIM, U. JOSEPH
PROGRAMME TITLE(S) : Applied Arts Business Administration
PROGRAMME CODE(S) : ABA 343
COURSE TITLE : **MARKETING TWO**
COURSE CODE : **BUS 207**
CLASS(ES) : Business Studies
DATE : **Tuesday 2nd December, 2004**
COMMENCEMENT TIME : 1:00 p.m.
DURATION : 2 Hours



INSTRUCTIONS

SECTION A: RESPOND BY WRITING TRUE OR FALSE IN THE SPACE PROVIDED.

SECTION B: BRIEFLY WRITE ON ANY TWO OF THE FOLLOWING QUESTIONS.

SECTION C: MATCH THE STATEMENTS IN COLUMN A WITH THOSE OF COLUMN B BY WRITING THE NUMBER FROM COLUMN A ON THE LINE NEXT TO THE LETTER IN COLUMN B TO CORRECTLY DESCRIBE THE STATEMENT IN COLUMN B.

Section A:

Respond by writing True or False in the space provided.

- _____ 1. If the maker of Helen shirts sells directly to Hobbies, and Hobbies sells to the consumer, a three-level channel is said to exist.
- _____ 2. Promotion, as the term is used according to the principles of marketing, is a synonym for advertising.
- _____ 3. A middleman is an independent business concern standing between the producer and the ultimate household consumer or industrial user.
- _____ 4. Publicity means any favorable mention of a company in a public communications medium.
- _____ 5. Merchant wholesalers do not take title to the goods they handle.
- _____ 6. The term sales promotion refers to short-term incentives, such as store displays, special discounts, and coupons.
- _____ 7. An example of noise in communications is competitive advertising.
- _____ 8. Point-of-purchase advertising is a form of sales promotion.
- _____ 9. Good advertising can reverse a declining primary demand trend for a product.
- _____ 10. Usually issues pertaining to channel conflict do not include industrial products.
- _____ 11. Missionary sales people are used by manufacturers to aggressively promote products at the retail level.
- _____ 12. The primary problem with vertical marketing systems is that they tend to be less efficient.
- _____ 13. Ordinarily, the policy of intensive distribution is adopted by manufacturers of consumer convenience goods.
- _____ 14. The economic value of storage is the fact that it creates time utility.
- _____ 15. Advertising works best when the market demand for a product is on the upswing.
- _____ 16. The major limitation of personal selling is its high cost.
- _____ 17. An effective sales job ends when the order is written up and the product is delivered.
- _____ 18. One quantitative basis for evaluating sales performance input is calls per day.
- _____ 19. The problem of heterogeneity occurs in the marketing of services and not in the marketing of products.
- _____ 20. The insurance business is an example where the perishability of services is not an issue.
- _____ 21. Cost plus pricing often is used by service industries and repair services.

- _____ 22. The simplest way of operating in foreign markets is by exporting through export/import agent middlemen.
- _____ 23. Branding and labeling do not play a very critical role in foreign marketing.
- _____ 24. Test marketing can be a valuable technique when evaluating alternative marketing strategies.
- _____ 25. During a period of shortages, advertising should stress utilization appeals.

Section B - Ten marks each.

Write briefly and concisely on any TWO of the following questions.

1. Discuss how a manufacturer interested in finding new international marketing opportunities might organize its search process.
2. Identify the strategic decisions which are needed in the personal selling area and explain why they should be treated as strategic decisions to be made by the marketing manager.
3. Promotion has been the target of considerable criticism. What specific types of promotion are probably the object of this criticism and why?

Section C - One mark each

Match the statements in column A with those of column B by writing the NUMBER from column A on the line next to the letter in Column B to correctly describe the statement in Column B.

Column A	Column B
1 campaign	___A An independent "business concern" standing between the producer and the ultimate household consumer or industrial user.
2 middleman	___B The basic cause of channel conflicts.
3 market share	___C The promotional appeal dressed up in a distinctive, attention getting form.
4 channel leader	___D The appropriate strategy in a period of shortages.
5 broker	___E A limited function wholesaler engaged in arranging shipments direct from manufacturer to consumers.
6 campaign	___F Foreign operations with home-country orientation.
7 middleman	___G A middleman whose prime responsibility is to bring buyers and sellers together.
8 market share	___H The portion of the personal selling process involved with reducing cognitive dissonance.
9 channel leader	___I The ratio of a firm's sales to the total industry sales on either an actual or potential basis.
10 broker	___J Channel conflict between firms at different levels of distribution.
11 post sales activities	___k Advertising designed to stimulate demand over a long period of time.
12 regiocentric	___L A systematic, comprehensive, period review and evaluation of the marketing function in an organization.
13 indirect-action advertising	___M The management of the physical flow of products, evaluation of the marketing function in an organization.
14 market retention strategy	___N Foreign operations with hose country orientation.
15 promotional mix	___O The expected combined sales volume for all sellers of a product during a stated period of time in a specific market.
16 market factor	___ P Advertising designed to create proper attitude towards a seller and to build goodwill.
17 drop shipper	___Q Setting broad company goals over the long run and then developing long range strategies to achieve these goals.
18 ethnocentric	___R The absence of detailed sales, cost, and performance figures for each territory or product.
19 change	___S An item or element that exists in a market, that can be measured quantitatively and is related to the demand for the product.
20 market audit	
21 vertical conflict	
22 pre-approach	
23 iceberg principle	
24 physical distribution	
25 total company planning	
26 storage	
27 market potential	
28 institutional advertising	
29 polycentric	
30 theme.	

END OF EXAMINATION