

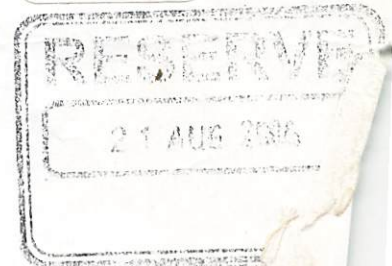
ITEMS PAST PAPERS  
MANAGEMENT STUDIES

SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION SESSION : May 2005 Final Exams  
TUTOR(S) : F. Ephraim, M. Rene, U. Joseph  
PROGRAMME TITLE(S) : Business Studies (AD)  
PROGRAMME CODE(S) : ABA  
COURSE TITLE : Marketing I  
COURSE CODE : BUS 102  
CLASS(ES) : BS 1 - (AD)  
DATE : 5<sup>th</sup> May 2005  
COMMENCEMENT TIME : 1:00 p.m.  
DURATION : 1 1/2 HOURS  
INVIGILATOR(S) : F. Ephraim, L. Joseph, U. Joseph, A. Plummer, L. Phillips



# M25



INSTRUCTIONS : Please read the instructions carefully. All answers must be clearly marked and labelled.  
: This paper consists of **FOUR** Sections.  
: Section I, II & IV - Answer **ALL** questions  
: Section III Answer **ANY TWO** questions

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**SECTION ONE - (One mark each)**

**Respond by Circling the letter A, B, C, D, OR E to correctly answer each question.**

1. A company's \_\_\_\_\_ consist(s) of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful transactions with its target customers.  
a) relevant competitors                      c) public stockholders  
b) public stakeholders                      d) marketing environment
2. Which of the following is not part of the microenvironment?  
a) suppliers                      c) cultural forces  
b) marketing channel firms                      d) customer markets
3. Which of the following is (are) part of the macro-environment?  
a) suppliers                      c) competitors  
b) marketing channel firms                      d) technological forces
4. Which of the following is not considered a marketing intermediary?  
a) suppliers                      c) financial intermediaries  
b) physical distribution firms                      d) marketing service firms
5. \_\_\_\_\_ consist of information that already exists somewhere, having been collected for another purpose.  
a) news releases                      c) primary data  
b) secondary data                      d) market facts
6. Designing a plan for primary data collection requires decisions about which of the following?  
a) research approaches                      c) sampling methods  
b) contact methods                      d) all of the above
7. The set of all actual and potential buyers of a product or service is called a:  
a) forecast                      c) market  
b) demand potential                      d) transaction
8. The set of all sellers is called a(n):  
a) market                      c) forecast  
b) demand potential                      d) industry
9. The total demand for all brands of a five product or service is called:  
a) potential demand                      c) possible demand  
b) primary demand                      d) purchasing demand
10. The demand for a particular brand of a given product or service is called:  
a) secondary demand                      c) solicited demand  
b) selective demand                      d) serendipitous demand

11. Dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors who might require separate products or marketing mixes is called:
- |                        |                       |
|------------------------|-----------------------|
| a) market segmentation | c) market positioning |
| b) market targeting    | d) market mixing      |
12. Setting the competitive positioning for the product and creating a detailed marketing mix is called:
- |                        |                       |
|------------------------|-----------------------|
| a) market segmentation | c) market positioning |
| b) market targeting    | d) market mixing      |
13. The dividing of the market into different units based upon such criteria as nations, states, regions, or even neighborhoods is called:
- |                             |                               |
|-----------------------------|-------------------------------|
| a) geographic segmentation  | c) psychographic segmentation |
| b) demographic segmentation | d) behavioral segmentation    |
14. Dividing the market into groups based upon such variables as age, gender, income, and occupation is called:
- |                             |                               |
|-----------------------------|-------------------------------|
| a) geographic segmentation  | c) psychographic segmentation |
| b) demographic segmentation | d) behavioral segmentation    |
15. Dividing buyers into different groups based on social class, lifestyle, or personality characteristics is called:
- |                             |                               |
|-----------------------------|-------------------------------|
| a) geographic segmentation  | c) psychographic segmentation |
| b) demographic segmentation | d) behavioral segmentation    |
16. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a (an):
- |           |              |
|-----------|--------------|
| a) idea   | c) product   |
| b) demand | d) attribute |
17. Products purchased frequently, immediately, and with a minimum of comparison and buying effort are called:
- |                         |                       |
|-------------------------|-----------------------|
| a) consumer products    | c) shopping products  |
| b) convenience products | d) specialty products |
18. Products for which the consumer usually compares with others on price, suitability, quality, and style are typically called:
- |                         |                      |
|-------------------------|----------------------|
| a) convenience products | c) shopping products |
| b) specialty products   | d) unsought products |
19. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:
- |                       |                         |
|-----------------------|-------------------------|
| a) custom products    | c) convenience products |
| b) specialty products | d) shopping products    |
20. Goods purchased by individuals and organizations for further processing or for use in conducting a business are called:
- |                         |                        |
|-------------------------|------------------------|
| a) business products    | c) consumer products   |
| b) convenience products | d) industrial products |

21. Decisions about product quality, features, and design relate to which of the following?
- a) product attributes
  - b) branding
  - c) packaging
  - d) labeling
22. A name, term, sign, symbol, or a combination of these intended to identify the goods or services of one seller or a group of sellers is called a:
- a) consumer franchise
  - b) product design
  - c) brand
  - d) product feature
23. Which of the following is not a level of meaning communicated by a brand?
- a) attributes
  - b) benefits
  - c) values
  - d) designs
24. The activities of designing and producing the container or wrapper of a product are referred to as:
- a) promoting
  - b) producing
  - c) placing
  - d) packaging
25. The first stage of the new product development process whose purpose is to reduce the number of new product ideas is:
- a) idea generation
  - b) concept development and testing
  - c) idea screening
  - d) marketing strategy
26. Presenting new product development ideas to consumers in symbolic or physical ways to measure their reactions occurs during which of the following stages?
- a) idea generation
  - b) concept testing
  - c) marketing strategy
  - d) screening
27. Describing the long-run sales, profit goals and marketing mix strategy for a new product typically occurs at which stage in the new product development process?
- a) concept development and testing
  - b) marketing strategy development
  - c) business analysis
  - d) commercialization
28. Introducing a new product and marketing program to more realistic market settings following functional and consumer approval is carried out at which new product development stage?
- a) idea generation
  - b) screening
  - c) marketing strategy
  - d) test marketing
29. Pricing decisions that include the company's marketing objectives, marketing-mix strategy, costs, and organization are called:
- a) predominant factors
  - b) overt factors
  - c) internal factors
  - d) strategic factors
30. Cost-plus pricing involves:
- a) setting process to reach a specific rate of return
  - b) adding a standard markup to the cost of the product
  - c) pricing products with the buyer's sense of value in mind
  - d) basing the prices on what the competition charges

31. Setting a low initial price to attract a large number of buyers quickly and win a large market share is called:
- a) market-penetration pricing                      c) market-loss pricing  
b) market-skimming pricing                            d) market-competitive pricing
32. Setting a low initial price to attract a large number of buyers quickly and win a large market share is called:
- a) market-penetration pricing                      c) market-loss pricing  
b) market-skimming pricing                            d) market-competitive pricing
33. Which of the following is not a condition favorable to a market-penetration pricing strategy?
- a) when the market is highly price-sensitive  
b) when production and distribution costs fall as sales volume increase  
c) when low prices keep out competition  
d) when the prospect of gaining a large market share is small
34. A price reduction to buyers who pay their bills promptly is called a:
- a) cash discount                                              c) functional discount  
b) quantity discount                                        d) seasonal discount
35. The "2/10, net 30" billing where the bill is due in full in 30 days but the buyer can deduct 2 percent if s/he pays it in 10 days, is which type of discount?
- a) a quantity                                                c) a functional discount  
b) an allowance                                            d) a cash discount

**SECTION II - (One mark each)**

**Respond by writing the word True or False to correctly answer each statement on the lines provided.**

1 Unsought goods are those goods which consumers are unwilling to buy.

\_\_\_\_\_

2 The product life-cycle is a process which all products go through.

\_\_\_\_\_

3 The two cost concepts most relevant to pricing decisions are fixed costs and variable costs.

\_\_\_\_\_

4 The concept of Market Segmentation is based on the fact that Markets, rather than being heterogeneous, are really homogeneous.

\_\_\_\_\_

5 The Sales forecast is an estimate of sales tied to a particular marketing programme and assuming a particular set of economic conditions.

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6 Any firm that has something to sell, includes services as part of that something.

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7 The market maturity stage is characterized by the product's gradual displacement by some new product or by an evolving change in consumer buying behavior.

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8 Because the interrelationship of costs and sales volume determines the amount of profit (or loss) breakeven analysis helps in estimating the effects of different prices on profits.

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9 Firms price under the competition either because they have lower costs or their products are of lower quality.

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10 Habitual Behavior makes it easy for the consumer to reach buying decisions.

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11 Branding is much less important for Shopping Goods than for Convenience Goods.

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12 Typically, consumers devote considerable time and effort to the buying of convenience goods.

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13 "It isn't worth shopping around for" expresses the typical consumer's attitude towards specialty goods.

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14 When a customer buys a suit from a clothing store, the Clerk's assistance is optional.

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15 The evaluation of alternative solutions also includes the prediction of their consequences.

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16 Personality affects the consumption of items consumed publicly.

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- 17 The consumer decision process comes to an end when the purchase decision has been made.
- 
- 18 Every individual acts in the same way in the effort to fulfill certain needs because not all Human behavior is directed toward satisfying certain needs.
- 
- 19 Expansions in discretionary income permit consumers to spend more in their attempts to satisfy the desire for fashion change.
- 
- 20 The most pervasive and traditionally the most influential primary group is the peer group.
- 

**SECTION III - (Five mark each)**

This section contains four (4) questions.

You are required to answer any **Two** of these questions **briefly** and **concisely**.

1. A firm has hired you as a marketing consultant to help them promote a new product on the market. Using a named product of your choice, discuss the advice that you would give to that firm. You have been advised to identify the:
  - i. target market giving reason for your choice
  - ii. best way in which the product can be promoted by the firm.
2. Many factors affect the choices made by buyers.
  - (A) Discuss the factors which affect buying decisions
  - (B) Explain the decision making process
  - (C) Discuss the ways in which products can be classified
3. Discuss in detail the factors that are considered to be the micro and macro Environmental forces.
4. Discuss four factors which can be considered as influencing the determination of price.



## SECTION B - TRUE OR FALSE

**Instructions:-** If the statement is True write the letter [T]; If the Statement is False, write the letter [F]

1. A finance manager who reads the *Wall Street Journal* on a regular basis would be performing the figurehead role. \_\_\_\_
2. Directing and motivating are part of the controlling function of management. \_\_\_\_
3. Conceptual skills become less important as manager moves into top management. \_\_\_\_
4. The division of labour is also referred to by the term *job specification*. \_\_\_\_
5. The primary issue that motivated Taylor to create a more scientific approach to management was worker satisfaction. \_\_\_\_
6. An organization that has a division of labour, a clearly defined hierarchy, detailed rules, and impersonal relationships would be described as a bureaucracy. \_\_\_\_
7. Henri Fayol identified five functions of managers: planning, organizing, commanding, coordinating, and controlling. \_\_\_\_
8. An organizational culture refers to a system of shared meaning. \_\_\_\_
9. To encourage a customer-responsive culture, organizations should formalize and enforce strict customer service policies. \_\_\_\_
10. The general environment refers to environmental factors operating inside an organization. \_\_\_\_
11. In the storming stage of group development, intra-group conflict often occurs. \_\_\_\_
12. Even without planning, departments and individuals always work together, allowing organizations to move efficiently toward its goals. \_\_\_\_
13. Operational plans specify the details of how the achievement of the overall objectives is to be obtained. \_\_\_\_
14. The more the current plans affect future commitments, the longer the time frame for which managers should plan. \_\_\_\_
15. The concept of work specialization can be traced back a couple of centuries to Adam Smith's discussion of division of labour. \_\_\_\_
16. When decisions tend to be made at lower levels in an organization, the organization is said to be decentralized. \_\_\_\_
17. According to the University of Michigan studies, leaders who are production oriented are described as emphasizing interpersonal relationships and as taking a personal interest in the needs of their followers. \_\_\_\_
18. To minimize or eliminate boundaries, managers might use virtual or network structural designs. \_\_\_\_
19. A problem-solving team brings together experts in various specialties to work together on various organizational tasks. \_\_\_\_
20. Job descriptions focus on the job, while job specifications focus on the person. \_\_\_\_

