

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

EXAMINATION SESSION : April 2008 Examination
TUTOR (S) : Ms. U. Joseph, Mr. F. Ephraim
PROGRAMME TITLE : Applied Arts – Business Administration
PROGRAMME CODE : 3BS-ABA-AD
COURSE TITLE : Marketing I
COURSE CODE : BUS102
CLASS (ES) : Year One
DATE : Tuesday 22nd April 2008
COMMENCEMENT TIME : 1:00 p.m.
DURATION : 2 ½ Hours
INVIGILATOR (S) : Ms. M. Lashley, Ms. L. Phillips, Ms. F. Paul
Mr. M. Rene, Mrs. L. Joseph
ROOM (S) : CEHI-1H-02
TRA-0R-03

M38



INSTRUCTIONS:

This Examination Paper contains two (2) sections; they are both **COMPULSORY**.

Section One – Multiple Choice

Section Two – Short Responses

- ◆ Please number your responses accurately.
- ◆ All cell phones must be **turned off** during the Examination.
- ◆ Students must sign **IN** and **OUT** on the Examination Class list.
- ◆ Please number your responses accordingly
- ◆ **Note: Bags, Books as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.**
- ◆ **All cell phones must be turned off during the exam**



Students must **not** write their names on their answer sheets, **ONLY ID NUMBERS SHOULD BE USED ON EACH ANSWER SHEET.**

DO NOT TURN OVER THIS PAPER UNLESS YOU ARE TOLD TO DO SO

SECTION ONE:

THIS SECTION CONTAINS THIRTY (30) MULTIPLE CHOICE QUESTIONS. EACH QUESTION IS WORTH TWO MARKS. THIS SECTION IS WORTH 60 MARKS.

Respond by shading the letter A, B, C, and OR D to correctly answer each question.

1. According to Marketers which of the following conditions are necessary for the Concept of Exchange to take place:
 - (a). There must be at least two parties.
 - (b). each party must want to deal with the other party.
 - (c). the parties must have something the other wants.
 - (d). All of the above.

2. Target pricing is:
 - (a). A percentage added to the total cost of obtaining the goods.
 - (b). the perception of what the value of the product is.
 - (c). the setting of the price above or below that of the competition.
 - (d). Pricing the good in such a way that the firm breaks even or makes a profit.

3. Consumers can be classified as:
 - (a). Individuals and households.
 - (b). Resellers
 - (c). Government Markets.
 - (d). All of the above.

4. A Marketing Information System is best described as:
 - (a). A system that is made up of people, equipment, and procedures to gather, sort, analyze, evaluate and distribute needed timely and accurate information to marketing decision makers.
 - (b). A system that stores and transforms data into accessible information.
 - (c). A routinised approach to the collection, organization and presentation of information to marketing managers.
 - (d). the systemic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization.

5. A Decision Support System is best defined as:
- (a) system that is made up of people, equipment, and procedures to gather, sort, analyze, evaluate and distribute needed timely and accurate information to marketing decision makers.
 - (b). A system that stores and transforms data into accessible information.
 - (c). A routinised approach to the collection, organization and presentation of information to marketing managers.
 - (d). the systemic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization
6. Marketing Intelligence is defined as:
- (a). A system that is made up of people, equipment, and procedures to gather, sort, analyze, evaluate and distribute needed timely and accurate information to marketing decision makers.
 - (b). A system that stores and transforms data into accessible information.
 - (c). A routinised approach to the collection, organization and presentation of information to marketing managers.
 - (d). the systemic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization
7. Marketing Research is defined as:
- (a). A system that is made up of people, equipment, and procedures to gather, sort, analyze, evaluate and distribute needed timely and accurate information to marketing decision makers.
 - (b). A system that stores and transforms data into accessible information.
 - (c). A routinised approach to the collection, organization and presentation of information to marketing managers.
 - (d). the systemic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization
8. According to Maslow the following are the needs which exists
- (a). Self-actualization, esteem, social, safety and physical needs.
 - (b). Physical, love, satisfaction, safety and esteem needs.
 - (c). Esteem, care, love, sickness, and sexual needs
 - (d). Social, esteem, physical, self-actualization, and satisfaction

9. A want can be defined as the following:
- (a). the sum total of what is desired by society as a whole.
 - (b). that which one desires but can live without.
 - (c). the benefit derived from the consumption of a product.
 - (d). what one gets from the price paid.
10. A belief can be described as:
- (a). People's consistent evaluation or tendencies towards an object or idea.
 - (b). The process by which people select, organize and interpret information to form, a meaningful picture of the world.
 - (c). A descriptive thought that a person holds about something.
 - (d). the ability of people to interpret information in line with their beliefs.
11. Selective Distortion is:
- (a). the ability of people to interpret information in line with their beliefs.
 - (b). A descriptive thought that people holds about something.
 - (c). the process by which people select, organize and interpret information to form a meaningful picture of the world.
 - (d). People's consistent evaluation or tendencies towards an object.
12. An Attitude is:
- (a). People's consistent evaluation or tendencies towards an object.
 - (b). the process by which people select, organize and interpret information to form a meaningful picture of the world.
 - (c). A descriptive thought that people holds about something.
 - (d). the ability of people to interpret information in line with their beliefs.
13. Core Products, Actual Products, Augmented Products are examples of:
- (a). Product Positioning
 - (b). Product Segmentation
 - (c). Products Levels

(d). Product Branding

14. Impulse goods are:

- (A). Goods purchased to satisfy an immediate need.
- (b). Goods which are bought when they are easily accessible.
- (c). Grocery items that are bought regularly.
- (d). Goods with unique characteristics and strong brand identification.

15. Emergency Goods are:

- (a). Goods purchased to satisfy an immediate need.
- (b). Goods which are bought when they are easily accessible
- (c). Grocery items that are bought regularly
- (d). Goods with unique characteristics and strong brand identification.

16. Staples Goods are :

- (a). Goods with unique characteristics and strong brand identification.
- (b). Goods which are bought when they are easily accessible
- (c). Grocery items that are bought regularly
- (d). Goods with unique characteristics and strong brand identification.

17. Specialty Goods are those :

- (a). Goods with unique characteristics and strong brand identification.
- (b). Goods which are bought when they are easily accessible
- (c). Grocery items that are bought regularly
- (d). Goods with unique characteristics and strong brand identification.

18. The following factors are necessary for new product success:

- (a). Relative Advantage
- (b). Compatibility
- (c). Trialability
- (d). All of the above.

19. The Statement below best represent the Product Concept:

- (a). It focuses on customer satisfaction, total company effort, and profits.
- (b). the determination of the needs, wants, and interests of target markets.
- (c). that consumers prefer goods that offer the most quality performance or Innovative features.
- (d). that consumers prefer goods that are widely available and inexpensive.

20. Observations, Focus Groups, Surveys, Behavioral Data and Experiments are examples of:

- (a). Secondary Data Collection
- (b). Secondary Data Collection
- (c). A combination of Secondary and Primary Data Collection Methods
- (d). Research Instruments.

21. Marketing can best be defined as:

- (a). All business activities which aims at identifying and predicting the wants and needs of people.
- (b). any good or service offered for sale by the firm.
- (c). the methods in which the customer and the firm interact with each other.
- (d). the sum total of what is designed by society as a whole.

22. Pricing is best defined as:

- (a). the amount of money charged for a product or service.
- (b). the values that consumers exchange for the benefits of having or using the Product or service.
- (c). the amount of money charged for a product or service, or the values that Consumers exchange for the benefits of having or using the product or Service.
- (d). None of the above.

23. A brand can be described as:

- (A). the part of the brand that can be spoken.
- (b). any name, term, sign, symbol, design or combination of these.
- (c). the part of the brand that cannot be spoken.
- (d). When the Brand is written in a special way.

24. A logo can be seen as:

- (a). the part of the brand that can be spoken.
- (b). any name, term, sign, symbol, design or combination of these.
- (c). the part of the brand that cannot be spoken.
- (d). When the Brand is written in a special way.

25. A brand name is:

- (a). the part of the brand that can be spoken.
- (b). any name, term, sign, symbol, design or combination of these.
- (c). the part of the brand that cannot be spoken.
- (d). When the Brand is written in a special way.

26. A brand mark is:

- (A). the part of the brand that can be spoken.
- (b). any name, term, sign, symbol, design or combination of these
- (c). the part of the brand that cannot be spoken.
- (d). When the Brand is written in a special way.

27. Discontinuous innovations, new product lines, revisions of existing products and re-positioned products are examples of the following:

- (a). New product development.
- (b). New product segmentation.
- (c). New product classifications.
- (d). New product targeting.

28. The production adoption process includes the following:

- (a). Product awareness.
- (b). Interest.
- (c). Adoption.
- (d). All of the above.

29. The image which consumers are given about a product based on its description, use and features is referred to as:

- (a). A Product Idea.
- (b). A Product Concept.
- (c). A Product Brand.
- (d). A Product Style.

30. Mark-up pricing can be defined as:

- (A). A percentage added to the total cost of obtaining the goods.
- (b). the perception of what the value of the product is.
- (c). the setting of the price above or below that of the competition.
- (d). Pricing the good in such a way that the firm breaks even or makes a profit.

SECTION TWO

THIS SECTION CONTAINS FIVE (5) QUESTIONS, EACH WORTH EIGHT (8) MARKS. ANSWER ALL QUESTIONS IN THIS SECTION.

1. Differentiate among the following Terms:

- (a). brand, brand name, brand mark and trade mark;
- (b). labeling;
- (c). packaging.