

SIR ARTHUR LEWIS COMMUNITY COLLEGE
Division of Technical Education and Management Studies

EXAMINATION SESSION : Semester One December 2012/2013 Examination
TUTOR (S) : Ms. S. Meliat
PROGRAMME TITLE : Food and Beverage, Hospitality Studies, Travel and Tourism, Part-time
PROGRAMME CODE : 3HS-FAB-AD, 3HS-HOS-AD, 3HS-TAT-AD
COURSE TITLE : Marketing I
COURSE CODE : BUS102
DATE : 10th December, 2012
COMMENCEMENT TIME : 1:00pm
DURATION : 2 hours
INVIGILATOR (S) : T. Warner, L. Joseph, M. St. Clair
C. Gedeon, S. Yarde
ROOM (S) : CEHI-1R-02
CEHI-1R-03



#MT2



INSTRUCTIONS:

SECTION ONE - COMPULSORY QUESTION

SECTION TWO - Choose any two (2) questions from this section.

Borrowing or lending is prohibited.

- Students are advised to use a pen to write this examination
- Write your ID number on *each* answer sheet
- All cell phones must be turned off during the examination
- **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.**
- Students **must** sign **IN** and **OUT** on the examination class list
- All examination papers **must** be turned in to the invigilator together with the answer sheets

SECTION ONE - COMPULSORY QUESTION

1. a) Define Marketing Strategy.
- b) Conduct a SWOT Analysis for a company of your choice.
- c) List and explain the variables in the BCG Matrix.

(20mks)

SECTION TWO - Choose any two (2) questions from this section.

- a) A company's product mix has four important dimensions: width, length, depth and consistency. With an example define each dimension.
- b) Identify and explain the four stages of the product life cycle.
- c) Identify and briefly describe the four major service characteristics

(20mks)

- a) Advertising objectives can be classified into three broad categories. Define each category giving an example of each.
- b) Define the terms reach, frequency and impact.
- c) List and briefly describe each of the major budget forms that can be applied to an advertising campaign.

(20mks)

- a) List and describe the four pricing strategies.
- b) Compare and contrast cost-based pricing and value based pricing.
- c) List two circumstances from which a firm may consider (a) initiating a price increase (b) initiating a price cut.

(20mks)

- a) Why are intermediaries used? Explain.
- b) List and explain the three major forms of vertical marketing systems
- c) Describe the terms logistical alliance and why would a firm engage into such an agreement.

(20mks)

END OF EXAMINATION