

SIR ARTHUR LEWIS COMMUNITY COLLEGE

DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

#M70

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COURSE : **Marketing II**

COURSE CODE : **BUS 207**

DURATION : **2 ½ HOURS**

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INSTRUCTIONS:

This paper has **THREE (3)** sections; answer **ALL** questions from each section



SECTION 1 - Multiple- Choice

Section II - Short responses

SECTION III - True and False

DO NOT WRITE ON THE QUESTION PAPER

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Section One

Multiple Choice

30 Marks

Write the most appropriate response, which corresponds to each of the questions below:

(1). Survey Research is defined as the:

- A. Gathering of primary data by asking people questions about their knowledge, attitudes, preferences, and buying behaviour.
- B. Process by which marketing opportunities are analyzed, selected, marketing mix developed and marketing effort managed.
- C. Organized way of continually gathering and analyzing data about a particular market.
- D. Grouping of consumers into different categories according to needs, characteristics and or behaviour.

(2). Marketing Management is the:

- A. Evaluation of a market segment's attractiveness and the determination made as to which one to enter.
- B. Selection of target markets, managing the marketing effort, analyzing marketing opportunities, and developing the marketing mix.
- C. Concentration on a particular product and or market and detailing the resources, strategies and programs for achieving the product's objective in the particular market.
- D. Process by which a firm identifies and predicts the wants and needs of people.

(3). A marketing strategy is: ..

- A. The manner in which companies store, handle, and move goods.
- B. Logic by which a business unit hopes to achieve its marketing objectives.
- C. Plans showing when activities will be completed, reviewed, and completed.
- D. Plans showing the company's position in the target market.

(4). Three types of research employed by researches are:

- A. Telephone Research, Contact Research and Personal Research.
- B. Survey Research, Contact Research and Experimental Research.
- C. Personal Research, Experimental Research and Telephone Research.
- D. Observational Research, Experimental Research and Survey Research.

(5). Market segmentation is:

- A. The similar responds of a group of consumers to a given market stimuli.
- B. Arranging for a product to hold a clear, distinct, and desirable position in the minds of consumers.
- C. The manner in which a market segment's attractiveness is evaluated and a determination made as to which one to enter.
- D. The grouping of customers into different groups according to needs, characteristics, and or behaviour.

(6). A Customer Sales force Structure can be seen as:

- A. A sales force organization under which salespeople specialize in selling only a portion of the company's products or lines to particular customers.
- B. A sales force organization that assigns each salesperson to a particular type of customers.
- C. A sales force organization under which salespeople specialize in selling only to certain customers or industries.
- D. A sales force organization under which salespeople specialize in selling in a particular geographic location to certain customers, industries or selling only particular lines of the company.

(7). The manner in which companies store, handle and move goods and making them Available for consumption at the right time, place and at the right cost is:

- A. Wholesaling.
- B. Physical Distribution.
- C. Retailing.
- D. Distribution Channel.

(8). Sales Promotion may take which of the following forms:
process:

- A. Consumer promotion.
- B. Trade promotion
- C. Sales force promotion.
- D. All of the above

(9). Marketing Research can be viewed as:

- A. The process by which each market segment's attractiveness is evaluated and the selection of one or more segments to enter made.

- B. An organized way of continually gathering and analyzing data about the market.
 - C. The functions that links the consumer, customer, and the public to the marketer through information.
 - D. The tasks involved in planning, implementing, and controlling the physical flow of materials and final goods from points of origin to points of consumption.
- (10). Amount of service, product line, relative prices, control of outlets, and types of store cluster are distinguishing characteristics of which of the following:
- A. Specialty Store.
 - B. Store Retailing.
 - C. Convenience Store.
 - D. Department Store.
- (11). Consumer promotion, trade promotion, and sales force promotion are some activities included in:
- A. Advertising.
 - B. Direct Selling.
 - C. Personal Selling.
 - D. Sales Promotion.
- (12). Manufacturers, Retailers, Service Companies, Catalogue Merchants, and Non-profit organizations are examples of companies which have participated in the rapid growth of:
- A. Direct Marketing.
 - B. Electronic Commerce.
 - C. Personal Selling.
 - D. Telemarketing.
- (13). Selection, motivation, and evaluation of the performance of intermediaries over time forms a part of:
- A. Channel Dynamics.
 - B. Channel Management Decisions.
 - C. Channel Design Decisions.
 - D. Channel Distribution Functions.
- (14). Non- users of the product category, loyal users of another brand, and users who usually switch brands are examples of:

- A. New Tries.
- B. Repeat Customers.
- C. First Time Customers.
- D. Loyal Consumers.

(15). Personal Interviews and Group Interviews are different methods of:

- A. Research Approaches.
- B. Secondary Data Collection.
- C. Contact Methods of information gathering.
- D. Research Instruments.

(16). An approach to setting sales force size, whereby the company groups accounts into different size classes and then determines how many salespeople are needed to call on them the desired number of times is referred to as:

- A. Sales force Compensation.
- B. Sales force Size.
- C. Sales force Structure.
- D. Workload Approach.

(17). Sales force objectives, designing sales force strategy, and recruiting, selecting, training, supervising, and evaluating a firm's salespeople are activities involved in:

- A. Marketing management Decisions.
- B. Sales force management Decisions.
- C. Sales promotion management Decisions.
- D. Physical Distribution management Decisions.

(18). Marketing through various advertising media that interact directly with consumers, stimulating no intermediaries is:

- A. Sales Promotion.
- B. Advertising.
- C. Public Relations.
- D. Direct Marketing.

(19). Samples, coupons, cash refunds, price packs, and premiums are all examples of:

- A. Trade Promotion.
- B. Business Promotion.
- C. Consumer Promotion.
- D. Sales Promotion.
- E.

(20). Management Culture, Leadership Skills and Communications can be seen as:

- A. Internal Barriers.
- B. External Barriers.
- C. Environmental Barriers.
- D. Cultural Barriers.

(21.). Marketing Plans are concerned with which of the following issues.

- i. Where the company is at present.
- ii. where the company wants to go.
- iii. How will the company get there?
- iv. Mechanisms for evaluating where the company has succeeded.

- A. i and ii.
- B. i, ii and iii.
- C. ii and iii.
- D. i, ii, iii, and iv.

(22). Action Plans answer the following questions.

- i. What will be done?
- ii. When will it be done?
- iii. Who is responsible for doing it?
- iv. How much will it cost?

- A. i, ii, iii, and iv.
- B. ii and iii.
- C. iv.
- D. iii and iv.

(23). Determining specific information needs, gathering information, and research approaches are part of the following step in the Marketing Research Process

- A. The First Step.
- B. The Fourth Step.
- C. The Second Step.
- D. The Third Step.

(24). The process that converts marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives can be referred to as:

- A. Direct Marketing.
- B. Marketing implementation.
- C. Relationship Marketing.
- D. Marketing Channel Selection.

(25). Middlemen are useful because of which of these reasons:

- i. Because of their greater efficiency in making goods available.
- ii. Their ability to offer the firm more than it can achieve on its own because of their contacts, experience, and scale of operations.
- iii. Play important role of matching demand and supply.
- iv. They control how products are sold and at what price.

- a) i, ii, iii only.
- b) ii and iii only.
- c) i ii, iv only.
- d) All of the above.

(26). Selling goods or services directly to final consumers for their personal, non-business use is:

- A. Wholesaling.
- B. Distribution Channel.
- C. Retailing
- D. Physical Distribution

(27). The tasks involved in planning, implementing, and controlling the physical flow of materials and final goods from points of origin to points of consumption at a profit is:

- A. Wholesaling.
- B. Distribution Channel.
- C. Retailing.
- D. Physical Distribution.

(28). A set of controllable marketing variables that a firm blends to result in a desirable outcome is:

- A. Marketing mix.
- B. Product.
- C. Promotion.
- D. Distribution Channel.

(29). The following are core concepts in modern marketing:

- A. Needs, Wants, Markets, and Costs.
- B. Promotion, Place, Price, and Product.
- C. Production, Product, Selling, Marketing, and Society.
- D. Cultural, Social, Organizational, and Personal Factors.

(30). Market Positioning can be referred to as:

- A. The grouping of customers into different groups according to needs, characteristics, and or behaviour.
- B. The similar responds of a group of consumers to a given marketing stimuli.
- C. Arranging for a product to hold a clear, distinctive, and desirable place in the minds of consumers relative to other products.
- D. The manner in which a market segment's attractiveness is evaluated and a determination made as to which ones to enter.

Section Two

SHORT ANSWERS

30 Marks

Answer all the questions in this Section carefully. Explain clearly and use examples where necessary to illustrate your answers. Each Question is worth Five (5) marks.

1. Define Sales Promotions and account for its growth.
2. Discuss the different activities involved in Managing the Salesforce.
3. Differentiate between the various forms of Direct Marketing.
4. Identify and explain the major Public Relations Tools used by companies.
5. Discuss the three different Research Approaches.
6. Differentiate between the various sales force structures.

Section Three

TRUE AND FALSE

30 Marks.

**This section is worth 30 marks. Read each statement carefully.
Write (T) if the statement is True and (F) if the statement is False.**

1. Many products have both goods and services components.
2. Services are intangible tasks that satisfy consumers' and industrial users' needs.
3. Services usually have tangible features that customers can consider to evaluate them.
4. In buyers' minds, those who provide a service are the service.
5. Service marketers can differentiate their offerings by striving for service quality.
6. Service quality is the major determinant of consumer satisfaction.
7. Gaps sometimes separate expected service quality from perceived service quality.
8. A service encounter is the actual interaction point between a customer and a service provider.
9. The relationship between a service provider and its customer offers one way to classify services.
10. Service firms have little control over the components of service quality.
11. Distribution is the process of bringing products to customers for purchase.
12. Wholesaling intermediaries improve channel efficiency.
13. Wholesaling intermediaries can often perform marketing functions more efficiently than manufacturers can.
14. Sales branches carry inventory.
15. Sales offices close to customers can help a firm to reduce selling costs and improve customer service.
16. Trade shows and merchandise marts give manufacturers the opportunity to showcase their goods to wholesalers and retailers.
17. A merchant wholesaler can perform many marketing functions for manufacturers.
18. All channel members are relatively equal in the distribution chain.
19. Personal selling expenses represent a smaller outlay for most companies than advertising.

20. Personal selling is likely to be relatively important to a firm when its consumers are geographical concentrated and relatively few in number.
21. Companies are likely to rely on personal selling when many intermediaries help to improve product between the manufacturer and the final consumer.
22. The three basic sales tasks are order processing, creative selling and closing the sale.
23. Selling a brand new health insurance program to a business customer is a good example of order processing.
24. Information gathered from secondary sources provides no help in preparing a sales approach, because every other competing salesperson has access to the same information.
25. A customer's objection often reveals an underlying interest in the product and gives the salesperson an opportunity to provide additional information.
26. Most salespersons find closing a sale the easiest part of the sales process.
27. Follow-up activities after a sale strengthen the bond between seller and buyer and allow the salesperson to reinforce the customer's decision to buy.
28. The sales manager links the sales force to elements of the company's internal and external environments.
29. The newspaper that runs a press release about a new product represents the encoding of the message.
30. The promotional mix is a subset of the overall marketing mix.