

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

EXAMINATION SESSION : May 2011 Final Exams

TUTOR(S) : U. Joseph, M .St. Paul, L Ollivierre

PROGRAMME TITLE(S) : Business Administration

PROGRAMME CODE(S) : 3BS-ABA-AD

COURSE TITLE : Marketing I

COURSE CODE : BUS 102 #M60

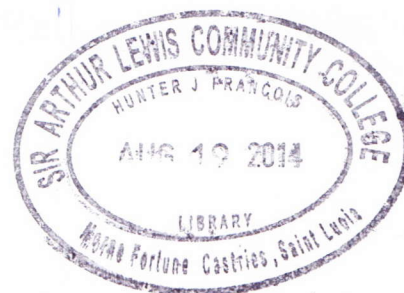
DATE : 6th May, 2011

COMMENCEMENT TIME : 1:00 pm

DURATION : 2 Hours

ROOM : OTW-R3, CEH-1R-02, TRB-L1/L2, CEH-1R-02

INVIGILATOR(S) :



INSTRUCTIONS : Please read the instructions carefully. All answers must be clearly marked and labelled.

: This paper consists of **ONE** Section.

: **Answer any THREE questions.**

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

Answer **ANY THREE** questions

1. a) Your family's washing machine has just stopped working and you have decided that it needs to be replaced. **Discuss** the **FIVE** stages in the buying decision process that you and your family would have to go through for the replacement of this household appliance. **10 m**
b) Discuss the **FOUR** major types of buying decision behaviours of consumers. **6 m**
c) Briefly explain any **FOUR** stages in the **adoption process** for a new product. **4 m**
2. a) A US firm would like to open a fast food franchise in St. Lucia. Before doing so the business has decided to undertake market research. **Define market research** and explain the **FOUR** steps in the market research process. **12 m**
b) Discuss **FOUR** reasons why it is important for marketers/company to do market research. **8 m**
3. a) **Packaging** and **Labelling** play an integral role in the marketing of a product. Discuss with reference to each of their functions. **8m**
b) A company has **FOUR** choices when it comes to developing brands. Using examples in each case, explain any three choices. **12 m**
4. a) Discuss the **TWO** pricing methods a company can utilize when introducing a new product to the market. **8 m**
b) Briefly describe any **FOUR** of the following pricing strategies
i. Product line pricing
ii. Competition based pricing
iii. Value pricing
iv. Cost based pricing
v. Psychological pricing **12 m**
5. a) Define what is a "new product" **2 m**
b) Outline the stages in the new product development process. **8 m**
c) Discuss the strategies that you would use for any **TWO** of the four stages product life cycle. **10m**
6. a) Discuss **THREE** major variables that may be utilized to segment consumer markets. **8m**
b) Explain any **THREE** target marketing strategies a firm may utilize to enhance sales. **6m**
c) Discuss how companies can position their products for maximum competitive advantage in the market place. **6m**

THE END.