

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

EXAMINATION SESSION : Semester Two - April 2011/2012 Examination
TUTOR (S) : Mr. Matthew St. Paul
PROGRAMME TITLE : Business Administration
PROGRAMME CODE : 3BS-ABA-AD
COURSE TITLE : Marketing II
COURSE CODE : BUS207
DATE : 18th April, 2012
COMMENCEMENT TIME : 9:00am
DURATION : 2 hours
INVIGILATOR (S) : M. Floyd, F. B-Henry, M. L. Catty
ROOM (S) : CEH-1R-02



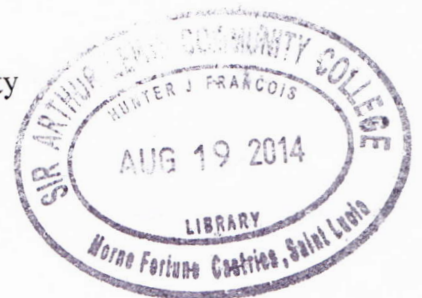
#M68

INSTRUCTIONS:

Answer **ANY THREE** questions on this paper

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



1. a) Describe **five** key functions performed by marketing channel members.
(10 marks)
- b) Discuss whether or not the Internet will result in the disintermediation of the following retail stores: (1) video rental stores, (2) music stores, and (3) clothing stores.
(10 marks)
2. a) Discuss how retailers and wholesalers add value to the marketing system.
(10 marks)
- b) Define *shopper marketing*. Explain why marketers are embracing the concept of *shopper marketing*.
(10 marks)
3. Use the AIDA model to create an original advertisement for any business or service of your choice. Discuss the use of the **message content, structure and format**.
(20 marks)
4. a) Identify the usefulness of any **four** of the five tools in the marketing communications mix.
(10 marks)
- b) Advertisers have to turn the “big idea” into an actual ad that will capture the target market’s attention and interest. Describe **four** Execution styles that may be used to bring out the “big idea” in an advertisement.
(10 marks)
5. a) Discuss the role of personal selling in the promotion mix. (5 marks)
- b) Outline the steps in the selling process. (6 marks)
- c) Identify three factors which have contributed to the rapid growth of sales promotion.
(9 marks)

END OF EXAMINATION