



ICM

SEPTEMBER 2015

MARKETING

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Attempts to measure the direct results of promotional expenditure are an essential activity for marketers. Explain FOUR ways measurement could be carried out. [20]
 - 2. Using an example, examine why customer loyalty is important. [20]
 - 3. One of the elements of the macro environment is the economic environment. Economic factors affect businesses and set their economic environment. Identify FOUR key measures and explain why they are important for business. [20]
 - 4. Using an example of your choice, what are the FOUR main forces influencing the organisational buyer? [20]
 - 5. With the use of an example, discuss what is meant by a '**perceptual map**'. [20]
 - 6. In setting up a channel of distribution, the supplier has to take into consideration a number of important factors. Summarise all FIVE of these factors. [20]
 - 7. Identify the advantages and disadvantages of personal selling. [20]
 - 8. Examine the stages of involvement in international markets, using an example of your choice. [20]