



ICM

JUNE 2016

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 []
1. Explain what is meant by **customer loyalty**, and why it is important to a business. [20]
 2. Evaluate the key factors that influence the development of a mission statement. [20]
 3. Using an example, explain the SIX economic factors which affect businesses and their economic environment. [20]
 4. Describe, using an example, the methods for segmenting the industrial market. [20]
 5. Trade fairs and exhibitions are vital for many businesses. Discuss the advantages of exhibitions to:
 - a) the visitor
 - b) the manufacturer [10 each]
 6. Describe FOUR ways by which price discrimination can be exercised. [20]
 7. Identify THREE types of government publications and explain why these three different publications are useful to marketers. [20]
 8. Examine the FIVE suggested approaches to the problem of adaption which are defined by decisions about product and promotion. [20]