



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 24 May 2018.

Time Allowed: 3 hours.

Answer any TWO questions in SECTION I and any THREE questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) Examine the following distribution channels which might be used by a firm:
- (i) Zero-level channel. (2 marks)
  - (ii) One-level channel. (2 marks)
  - (iii) Two-level channel. (2 marks)
- (b) Summarise four limitations of using product line pricing as a strategy for increasing sales. (4 marks)
- (c) Discuss five factors which might influence a firm's micro-environment. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse five factors that could have led to increased usage of direct marketing by organisations. (10 marks)
- (b) (i) With reference to product packaging, explain the term "green packaging". (2 marks)
- (ii) Highlight four benefits associated with green packaging. (4 marks)
- (c) Describe the following approaches to marketing research:
- (i) Exploratory research. (2 marks)
  - (ii) Causal research. (2 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Assess how companies adjust prices to take into account different types of customers and situations. (10 marks)
- (b) Analyse five mistakes which might lead to failure of short message service (SMS) campaign. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) (i) With reference to publicity of a business, explain the term "media alert". (2 marks)
- (ii) Summarise six situations when a media alert would be effective. (6 marks)
- (b) Analyse three media monitoring and research techniques used in public relations. (6 marks)
- (c) Highlight six roles of public relations in marketing. (6 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Identify five risks associated with crisis in an organisation. (5 marks)
  - (b) Summarise five ways of improving ethical issues in public relations. (5 marks)
  - (c) Outline six functions performed by a lobbyist. (6 marks)
  - (d) Highlight four acts which might be considered as invasion of privacy. (4 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Explain four ethical challenges facing public relations practitioners. (4 marks)
  - (b) State six public relations tools used by organisations to reach their publics. (6 marks)
  - (c) Analyse five methods that could be used to monitor implementation of a public relations strategy. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Suggest four reasons why organisations prefer publicity over advertisements. (4 marks)
  - (b) Explain five circumstances in which copyrighted material could be legally used without seeking permission from the author. (5 marks)
  - (c) Describe five benefits of effective employee communication. (5 marks)
  - (d) Summarise six ethical issues in corporate social responsibility. (6 marks)
- (Total: 20 marks)**
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