

# KASNEB

## CCP PART II SECTION 3

### MARKETING AND PUBLIC RELATIONS

THURSDAY: 26 November 2015.

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) (i) Distinguish between "mass marketing" and "mass customisation". (4 marks)
- (ii) Examine four factors that might make it possible for firms to use mass customisation. (8 marks)
- (b) With reference to sales promotion, explain the following terms:
- (i) Consumer promotion tools. (2 marks)
- (ii) Trade promotion tools. (2 marks)
- (iii) Business promotion tools. (2 marks)
- (iv) Tie-in promotions. (2 marks)
- (Total: 20 marks)**

##### QUESTION TWO

- (a) Examine the following targeting strategies that might be used by firms:
- (i) Concentrated marketing. (2 marks)
- (ii) Undifferentiated marketing. (2 marks)
- (iii) Differential marketing. (2 marks)
- (iv) Market atomisation. (2 marks)
- (b) (i) Explain the term "channel power" as used in marketing. (2 marks)
- (ii) Discuss five types of power that producers might use to elicit cooperation from members of the distribution channel. (10 marks)
- (Total: 20 marks)**

##### QUESTION THREE

- (a) Discuss five factors that might affect a firm's pricing decision. (10 marks)
- (b) Using appropriate examples, describe five product levels that a hotel could use to ensure that their customers are satisfied with the services offered. (10 marks)
- (Total: 20 marks)**

#### SECTION II

##### QUESTION FOUR

- (a) (i) Explain the meaning of the term "social responsibility". (2 marks)
- (ii) Identify four ways through which firms might advance social responsibility. (4 marks)
- (b) Explain four objectives of an organisational image survey conducted on the public. (4 marks)
- (c) Discuss five differences between media in developing countries and media in developed countries. (10 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Distinguish between “publics” and “audiences” as used in public relations. (4 marks)
- (b) Evaluate three advantages of focus group interviews. (6 marks)
- (c) When corporate conflicts occur, the public relations professionals must move the organisation and its public towards a resolution.

With reference to the above statement, summarise five types of conflict resolution strategies used by public relations professionals. (10 marks)

**(Total: 20 marks)**

**QUESTION SIX**

- (a) Describe three roles of a communications manager according to Broom and Dozier. (6 marks)
- (b) Discuss three reasons why the two-way symmetrical communication model by Grunig and Hunt is referred to as ideal. (6 marks)
- (c) Explain four communication theories used in public relations. (8 marks)

**(Total: 20 marks)**

**QUESTION SEVEN**

- (a) Enumerate four functions of a public relations department in an organisation. (4 marks)
- (b) Analyse three qualities of a good press release. (6 marks)
- (c) Evaluate five negotiation skills that a public relations specialist should possess. (10 marks)

**(Total: 20 marks)**

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