



CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 23 May 2019.

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) With reference to marketing strategy, summarise seven benefits of product life cycle concept. (7 marks)
- (b) (i) Explain the term “e-tailing”. (2 marks)
- (ii) Propose three advantages of e-tailing in each case to both a retailer and a consumer. (6 marks)
- (c) Enumerate five principles of ethical marketing. (5 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four features of the marketing concept. (8 marks)
- (b) Analyse three patterns of market segmentation. (6 marks)
- (c) Describe six types of product innovation strategies. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain three fundamental requirements in the preparation of a marketing budget. (6 marks)
- (b) Highlight four benefits of conducting sales demonstrations. (8 marks)
- (c) (i) Explain the term “database marketing”. (2 marks)
- (ii) Describe two types of database marketing that could help an organisation to connect with customers and boost revenue. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Discuss five basic guidelines for effective communication with employees. (5 marks)
- (b) Explain six services provided by public relation (PR) consultancies. (6 marks)
- (c) Propose four roles played by public relation (PR) in integrated marketing communication plan. (4 marks)
- (d) Summarise five materials for a media kit. (5 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Propose five ways of avoiding pitfalls in negotiations with clients. (10 marks)
- (b) Prepare a six point checklist for conducting media interviews. (6 marks)
- (c) Summarise four remedies for infringement of a copyright. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Discuss four criteria used in measuring the success of a public relations programme. (8 marks)
 - (b) Examine four reasons why public relations has increased in popularity in the last few decades. (4 marks)
 - (c) List four essential steps which are involved in managing photography in public relations (PR) practice. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Enumerate six duties of a public relations practitioner. (6 marks)
 - (b) Suggest three reasons why information published by an independent media is deemed to have greater credibility. (6 marks)
 - (c) Explain four differences between “hard news” and “soft news”. (8 marks)
- (Total: 20 marks)**
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