



DCM LEVEL III

MARKETING AND CUSTOMER RELATIONS

MONDAY: 27 November 2017.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) (i) Explain the term “customer service charter”. (2 marks)
 - (ii) Discuss three limitations associated with customer service charter (6 marks)
 - (b) Explain four roles of marketing in economic development of your country. (4 marks)
 - (c) Describe four factors that an organisation might consider before implementing a marketing plan. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) With reference to distribution of products, distinguish between “direct distribution” and “indirect distribution”. (4 marks)
 - (b) Discuss three types of consumer buying decisions. (6 marks)
 - (c) Suggest five benefits an organisation could gain from conducting an effective market research. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight five methods which management could use to motivate sales personnel. (5 marks)
 - (b) Explain five reasons why organisations use advertising agencies to market their products. (5 marks)
 - (c) Analyse five benefits of e-marketing to an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain four contributions of product life cycle (PLC) analysis to marketing decisions. (4 marks)
 - (b) Discuss four forces that could drive an organisation to participate in corporate social responsibility. (8 marks)
 - (c) Analyse four approaches a customer care provider might use to handle difficult customers. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Outline three qualities of a good target market. (3 marks)
 - (b) Explain five mistakes which a customer care provider should avoid while offering services to customers. (5 marks)
 - (c) With reference to customer decision making process, suggest three possible outcomes of post-purchase evaluation. (6 marks)
 - (d) Discuss three ways of classifying consumer goods. (6 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five factors that might influence change in product mix. (5 marks)
 - (b) Explain five approaches that an organisation could use to win back customers goodwill. (5 marks)
 - (c) Justify five reasons why organisations carry out sales forecasts. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Summarise four tactics which organisations could institute to promote good relationship with customers. (4 marks)
 - (b) Evaluate three factors that an organisation could consider before undertaking market segmentation. (6 marks)
 - (c) Describe five stages of the environmental scanning process. (10 marks)
- (Total: 20 marks)**
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