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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

FRIDAY: 27 November 2020.

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) Explain the term "market segmentation". (2 marks)
- (ii) Suggest four ways in which market segmentation could aid in marketing decision making. (8 marks)
- (b) Analyse five situations where a marketer could prefer using personal selling than advertising. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four reasons on how internet as a distribution channel has improved the level of business activities. (4 marks)
- (b) Suggest three reasons why middlemen may dislike cost-plus pricing strategy. (6 marks)
- (c) Propose three strategies which a company could use to ensure a steady demand of a commodity at mature stage. (6 marks)
- (d) Outline four factors affecting marketing effectiveness. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Assess three ethical dilemmas which could be experienced by professionals in marketing. (6 marks)
- (b) Evaluate three factors that a marketer could consider when selecting a target market. (6 marks)
- (c) Explain four functions of marketing. (4 marks)
- (d) Summarise four factors that could cause promotional messages to fail. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Outline four main characteristics that a speech should possess. (4 marks)
- (b) Assess four types of corporate advertising. (8 marks)
- (c) Safari Company Ltd. rents luxury cars to high end clientele.
- Discuss four strategies which the company could employ to build a good public relations. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four key characteristics of a "Feature Article". (4 marks)
- (b) Discuss four demerits of hiring a public relations consultant in an organisation. (8 marks)
- (c) Analyse four benefits of budgeting for a public relations programme. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain three reasons why organisations need to recruit communication managers. (3 marks)
- (b) Summarise four ways in which photography could be used in public relations. (4 marks)
- (c) Evaluate four measures which public relations managers could put in place to ensure clarity of language in a press release. (8 marks)
- (d) Highlight five main virtues which forms the backbone of ethical business conduct. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Explain four merits of house journals. (4 marks)
- (b) Evaluate three positive impacts of public relations to the society. (8 marks)
- (c) Examine four reasons why public relations campaigns are important to an organisation. (8 marks)

(Total: 20 marks)

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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

WEDNESDAY: 27 November 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) Price fixing is illegal. It is considered to be anti-competitive as well as unethical.

With reference to the above statement, explain three price fixing practices prohibited by law in your country. (6 marks)

- (b) (i) Explain the term "augumented product". (2 marks)

(ii) Discuss four types of augumented products. (8 marks)

- (c) Summarise four pillars of marketing. (4 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Explain six objectives of market segmentation. (6 marks)

- (b) In modern times, marketing has become a very complex and tedious task. Marketing has emerged as a new specialised activity along with production.

With reference to the above statement, discuss four importance of undertaking marketing. (8 marks)

- (c) Describe three examples of sales promotion strategies. (6 marks)

(Total: 20 marks)

QUESTION THREE

- (a) List the six stages in the consumer buying process. (6 marks)

- (b) Discuss six functions of packaging. (6 marks)

- (c) Analyse four functions of advertising. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FOUR

- (a) (i) Explain the term "crisis". (2 marks)

(ii) Describe five steps of a crisis communication plan. (5 marks)

- (b) Argue four benefits that could accrue to a company that maintains good public relations (PR). (8 marks)

- (c) Assess five elements that the news editor must consider for information to be classified as newsworthy. (5 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) Propose five ways on how social media could be used in campaigns. (5 marks)
- (b) Describe three actions that public relation practitioners should avoid as part of their legal responsibilities. (6 marks)
- (c) Public relations (PR) practitioners undertake a variety of PR activities throughout the communications life cycle as they seek to identify and build relationships with the media.

With reference to the above statement, analyse four public relations activities. (4 marks)

- (d) Explain five functions of a public relations manager. (5 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Identify four primary objectives of community relations. (4 marks)
- (b) Differentiate between public relations (PR) activities and advertising. (8 marks)
- (c) Discuss four elements considered in computation of public relations (PR) consultancy fee. (8 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Assess three essential features of a photo caption. (6 marks)
- (b) “The goal of employees communication is to identify, establish and maintain mutually beneficial relationships between the organisation and employees to whom its success or failure depends.”

With reference to the above statement, identify four stages of employment where effective communication is vital. (4 marks)

- (c) Outline six characteristics of propaganda. (6 marks)
- (d) Explain four functions of government public relations practitioner. (4 marks)

(Total: 20 marks)

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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

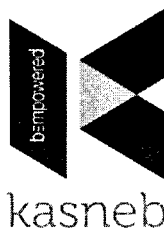
- (a) Propose five ways of avoiding pitfalls in negotiations with clients. (10 marks)
- (b) Prepare a six point checklist for conducting media interviews. (6 marks)
- (c) Summarise four remedies for infringement of a copyright. (4 marks)
- (Total: 20 marks)**

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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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 29 November 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) With reference to marketing, distinguish between the following terms:
- (i) "Competitive marketing intelligence" and "competitive marketing strategies". (4 marks)
 - (ii) "Consumer generated marketing" and "consumer oriented marketing". (4 marks)
- (b) Summarise six purposes of trade promotions. (6 marks)
- (c) Discuss three elements of an effective brand positioning. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss four dimensions of retail pricing decisions. (8 marks)
- (b) Analyse four reasons why a new product could fail. (8 marks)
- (c) Describe four functions of warehouses. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Explain the term "relationship marketing". (2 marks)
- (ii) Highlight five benefits of relationship marketing to an organisation. (5 marks)
- (b) Summarise five characteristics of an attractive market niche. (5 marks)
- (c) Marketing has evolved into its present day prominence over a period of time.

Required:

- Examine four eras of marketing. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Enumerate five steps taken by public relations professionals to ensure a successful public relations campaign. (5 marks)
- (b) Highlight five points on writing an effective press release. (5 marks)
- (c) Discuss five roles played by public relations consultancy firms. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain four elements required from the plaintiff to prove libel. (4 marks)
 - (b) Outline five functions of public relations in an organisation. (5 marks)
 - (c) Summarise four justifications why public relations should not be confused with journalism. (3 marks)
 - (d) Identify three skills that an effective public relations professional should possess. (3 marks)
- (Total: 20 marks)**

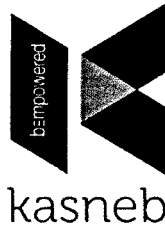
QUESTION SIX

- (a) Outline five elements of a public relations strategy. (5 marks)
 - (b) Outline four ethical principles which public relations practitioners should abide to. (4 marks)
 - (c) With reference to public relations, summarise five shortcomings of online media. (5 marks)
 - (d) Jefkin's six point public relations planning model is widely used by public relations practitioners worldwide during planning of public relations programmes.

With reference to the above statement, explain the six point model. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to employee relations, examine internal public relations tools. (6 marks)
 - (b) Discuss three techniques of collecting data during a public relations survey. (6 marks)
 - (c) Analyse three kinds of press events. (6 marks)
 - (d) Identify two reasons why public relations managers should create and maintain investor confidence. (2 marks)
- (Total: 20 marks)**
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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

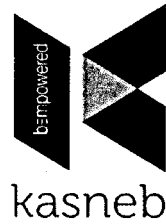
- (a) Identify five risks associated with crisis in an organisation. (5 marks)
 - (b) Summarise five ways of improving ethical issues in public relations. (5 marks)
 - (c) Outline six functions performed by a lobbyist. (6 marks)
 - (d) Highlight four acts which might be considered as invasion of privacy. (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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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 30 November 2017.

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) Explain the term "corporate advertising". (2 marks)
 - (b) Outline six steps involved in targeting and positioning a service in the market. (6 marks)
 - (c) Assess six pricing methods that financial providers should consider while pricing their products. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Explain the term "marketing information system (MIS)". (2 marks)
- (ii) Highlight four components of a marketing information system. (4 marks)
- (b) Discuss five factors that influence promotional mix. (10 marks)
- (c) Holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognise their breadth and interdependencies.

With reference to the above statement, summarise four components of holistic marketing. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Suggest four purposes of carrying out a marketing environment analysis. (4 marks)
- (b) Discuss four ethical issues in direct marketing. (8 marks)
- (c) Product mix, also known as product assortment, refers to the total number of product lines that a company offers to its customers.

With reference to the above statement, explain four facets of a company's product mix. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FOUR

- (a) With reference to publicity of a business, explain the term "press kit". (2 marks)
 - (b) Outline six merits of customer relationship management (CRM) to an organisation. (6 marks)
 - (c) Discuss three defenses against libel. (6 marks)
 - (d) Summarise six ethical principles in public relations practice. (6 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Social media if used properly offers a great tool for public relations. A good cover photo could be powerful, persuasive and emotive.

With reference to the above statement, outline six guidelines to be followed while selecting a cover photo to be used on social media. (6 marks)

- (b) Assess five public relations tools commonly used by public relations officers. (10 marks)
- (c) Success factors for public relations strategies in not for profit organisations are mostly similar to those in for profit organisations.

With reference to the above statement, examine two similarities between public relations strategies in not for profit and in for profit organisations. (4 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Analyse four measurement indicators that could be used to assess the impact of a public relations campaign. (8 marks)
- (b) Identify five areas of public relations research. (5 marks)
- (c) Media relations refers to the relationship that a company or organisation develops with journalists and media houses.

With reference to the above statement, outline seven roles of a company's public relations department. (7 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) With reference to public relations, summarise five merits of using each of the following communication media:
 - (i) Radio. (5 marks)
 - (ii) Television. (5 marks)
- (b) Highlight five factors that might influence an organisation to adopt sponsorship as a public relations technique.(5 marks)
- (c) Explain five demerits of engaging public relations consultants. (5 marks)

(Total: 20 marks)

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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 25 May 2017.

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 segmentation, describe the following terms:
- (i) Psychographic segmentation. (2 marks)
 - (ii) Counter segmentation. (2 marks)
- (b) Social advertising is advertising that relies on social information in generating, targeting and delivering marketing communications.
- With reference to the above statement, outline eight benefits of social advertising to a company. (8 marks)
- (c) Explain four merits of distributing products through multiple outlets. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss five methods of pre-testing an advertisement. (10 marks)
- (b) Examine five marketing practices which could be deemed negative by consumers. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Describe five types of sales promotion techniques. (5 marks)
- (b) Highlight five strategies that could be employed by an organisation to maintain relevancy of a product throughout the stages of its life cycle. (5 marks)
- (c) Outline five factors that could be considered while developing a promotional message. (5 marks)
- (d) Explain five advantages of penetration pricing to a firm. (5 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Summarise four contents of the media contact list. (4 marks)
- (b) Describe three types of employee communication goals. (6 marks)
- (c) Lobbying is the act of promoting an organisation's agenda to decision makers in order to influence a specific reform.
- With reference to the above statement, outline five activities involved in the lobbying process. (5 marks)
- (d) Highlight five guidelines which should be considered while establishing a corporate blog. (5 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Analyse five social media conventions for companies using social networks to achieve public relations goals. (10 marks)
- (b) In the context of public relations, describe five corporate social responsibility philosophies. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) (i) With reference to public relations, explain the “diffusion theory”. (2 marks)
 - (ii) Describe five steps associated with diffusion theory in the context of adoption of new ideas. (10 marks)
 - (b) Explain four benefits of sponsorship to a sponsoring company. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) In the context of public relations, explain the following terms:
 - (i) Crowd. (2 marks)
 - (ii) Public. (2 marks)
 - (iii) Mass. (2 marks)
 - (b) Assess four forms of press releases. (8 marks)
 - (c) Describe the role of research in public relations. (6 marks)
- (Total: 20 marks)**
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KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 24 November 2016.

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) Explain the term “database marketing”. (2 marks)
- (ii) Outline four merits of database marketing to an organisation. (4 marks)
- (b) Discuss four benefits which could accrue to a producer from using distribution intermediaries. (8 marks)
- (c) Summarise six decision stages for an effective promotional programme. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) With reference to experiential marketing, discuss five types of experiences which could be captured in a marketing campaign. (10 marks)
- (b) Summarise five circumstances which could lead to adoption of a marketing concept. (5 marks)
- (c) Highlight five steps that should be followed to ensure digital marketing efforts create a real impact on an organisation’s bottom line. (5 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Pricing is the process whereby a business sets the price at which it sells its products and services. With reference to the above statement, discuss the importance of pricing decisions. (10 marks)
- (b) Analyse five principles of enlightened marketing philosophy. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Highlight six communication guidelines of handling a crisis such as a terrorist attack. (6 marks)
- (b) Assess five demerits of employing an in-house public relations manager. (5 marks)
- (c) Summarise five elements of a civil libel suit. (5 marks)
- (d) Outline four roles of public relations in the communication mix. (4 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain seven techniques of handling feature journalists. (7 marks)
- (b) A headline is a heading at the top of an article or page in a newspaper.
- (i) With specific reference to the above statement, distinguish between “direct headline” and “indirect headline”. (4 marks)
- (ii) Describe five functions of headlines. (5 marks)
- (c) Highlight four instances when permission to copy could be obtained under copyright law. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Discuss five skills required of effective corporate communication professionals. (10 marks)
 - (b) Analyse five merits of planning for public relations activities. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Enumerate six facets of image management. (6 marks)
 - (b) Analyse four types of corporate sponsorship. (8 marks)
 - (c) With reference to evaluation of public relations activities, describe the following:
 - (i) Input indicators. (2 marks)
 - (ii) Output indicators. (2 marks)
 - (iii) Achievement indicators. (2 marks)
- (Total: 20 marks)**

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KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 26 May 2016.

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) Distinguish between the "marketing concept" and the "selling concept". (4 marks)
- (b) (i) With the aid of a well labelled diagram, illustrate the stages in the product life cycle. (4 marks)
- (ii) Summarise the characteristics of each stage identified in (b) (i) above. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse the six major marketing forces in the company's macro environment. (12 marks)
- (b) The Boston Consulting Group (BCG) approach classifies the strategic business units according to the growth-share matrix.
- In relation to the above statement, discuss the four types of strategic business units in the BCG growth-share matrix. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) With the use of suitable examples, illustrate the three types of distribution channels strategies used by manufacturers. (6 marks)
- (b) Discuss the use of a company's database while making decisions relating to:
- (i) Product. (2 marks)
- (ii) Pricing. (2 marks)
- (iii) Distribution. (2 marks)
- (iv) Promotion. (2 marks)
- (c) Describe six stages of the consumer buying process. (6 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Summarise five uses of photographs in public relations. (5 marks)
- (b) Highlight the role of a public relations specialist in the budgetary process. (5 marks)
- (c) Describe four specialist tasks of a public relations manager. (4 marks)
- (d) Evaluate three types of press events. (6 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Analyse the four components of John Marston's RACE model in the context of public relations planning. (8 marks)
 - (b) Describe six principles of good press relations. (6 marks)
 - (c) Suggest three strategies that could be used by an organisation to avoid risk of libel suits. (6 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain the term "dark website" in relation to crisis management. (2 marks)
 - (b) Examine the history of public relations by showing the pattern of development in the four orienting traditions. (8 marks)
 - (c) Suggest ten guidelines to be followed by a company spokesperson while addressing the media. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Discuss the code of professional conduct which guides the conduct of public relations practitioners in your country. (8 marks)
 - (b) Assess the six point public relations planning model used by professional public relations practitioners. (12 marks)
- (Total: 20 marks)**
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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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KASNEB

CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

PILOT PAPER

www.masomomosingi.com

September 2015.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) The broad objective of marketing is to maximise the firm's profits through enhanced customer satisfaction.

Explain five specific objectives of marketing.

(10 marks)

- (b) Describe the key steps in the marketing management process.

(10 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Demonstrate the ideal conditions for the "production concept" as a marketing management philosophy. (10 marks)

- (b) Marketing research is important in the development of a firm's marketing plan.

Describe the scope of marketing research.

(10 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Explain five main determinants of the degree of consumer involvement in a purchase decision. (10 marks)

- (b) Describe five characteristics of an effective market segmentation. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Using practical examples, illustrate five classifications of industrial products. (10 marks)

- (b) Many of the new products launched into the market every year fail before their first birthday.

Explain five reasons for new product failure.

(10 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) It is argued that "there is no negative publicity".

Critique the above statement.

(10 marks)

- (b) Explain the contribution of public relations in a firm's marketing mix. (10 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Many firms are now shifting from traditional to integrated marketing communication.

Justify the above shift.

(10 marks)

- (b) Discuss five ethical considerations in a firm's public relations campaign. (10 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Demonstrate the application of four social media platforms in a firm's marketing program. (8 marks)
- (b) Write short notes on the following terms as used in marketing:
- (i) Psychological pricing. (2 marks)
 - (ii) Consumer rights. (2 marks)
 - (iii) Price adjustments. (2 marks)
 - (iv) Selective distribution. (2 marks)
 - (v) Corporate communication. (2 marks)
 - (vi) Telemarketing. (2 marks)
- (Total: 20 marks)**
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