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CCP PART II SECTION 3

MARKETING AND PUBLIC RELATIONS

THURSDAY: 20 May 2021.

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) Highlight five drawbacks of sales promotion. (5 marks)
- (b) (i) Define the term "green marketing". (2 marks)
- (ii) Suggest five factors which might have contributed to slow growth of green marketing in your country. (5 marks)
- (c) Analyse four forms of price discrimination. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Justify two reasons why demographic factors are the most popular bases for segmenting customer groups. (2 marks)
- (b) With reference to marketing principles, identify four conditions that need to be satisfied for an exchange transaction to take place. (4 marks)
- (c) Analyse three factors that could have contributed to the rapid growth and adoption of relationship marketing. (6 marks)
- (d) Describe the four stages of a product life cycle. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain four functions of the members of a marketing channel. (4 marks)
- (b) Evaluate four sustainable marketing principles that guide the long-run performance of the marketing systems. (8 marks)
- (c) Analyse four reasons why integrated marketing communication is important to an organisation. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FOUR

- (a) Explain four ways through which an efficient public relations could improve employees reputation in an organisation. (8 marks)
- (b) Citing four reasons, justify why an organisation might need a media coverage for an event. (4 marks)
- (c) Analyse four public relations strategies which could be used to assist an organisation during a period of crisis. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Outline three disadvantages of carrying out radio interviews. (3 marks)
 - (b) Explain four attributes that could be exhibited by an effective public relations practitioner. (4 marks)
 - (c) Suggest five factors that could have led to the growth of financial public relations. (5 marks)
 - (d) Discuss four strategies which a public relations professional might use to counter rumours. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Evaluate four ways in which public relations supports marketing. (8 marks)
 - (b) Suggest six guidelines that could be considered when developing a press release. (6 marks)
 - (c) Analyse three roles played by law in public relations practice. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Give five characteristics of social media. (5 marks)
 - (b) Summarise five benefits of planning for public relations programmes. (5 marks)
 - (c) Assess five reasons why public relations consultancy is essential to an organisation as opposed to internal public relations. (10 marks)
- (Total: 20 marks)**
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