



## DIPLOMA IN BUSINESS ADMINISTRATION AND MANAGEMENT

### SAMPLE EXAMINATION PAPER

### MARKETING THEORY AND PRACTICE

Instructions to candidates:

- a) Time allowed: Three hours
- b) Answer any FIVE questions
- c) All questions carry equal marks.

Q1. Distinguish between sales orientation and marketing orientation and summarise the key benefits of the marketing philosophy to commercial organisations.

Q2. Identify the main characteristics of consumer markets and explain how these characteristics can influence the way marketing orientated organisations can approach specific target markets.

Q3. You have been asked to advise a group of marketing students on the importance of Marketing Research. What advice would you give them?

Q4. Discuss three pricing methods, which can be adopted by companies marketing fast moving consumer goods.

Q5. a) What are the reasons behind the growth of Direct Marketing?  
(8 Marks)

b) What are the advantages and limitations of using the Internet for the marketing of products and services?

(12 Marks)

Q6. Explain what you understand by the terms Differentiated Marketing, Undifferentiated Marketing and Concentrated Marketing. Use examples to support your recommendations.

Q7. Write notes on three of the following:

- (a) Consumer Promotions
- (b) Trade Promotions
- (c) Overseas Agents
- (d) Sponsorship

Q8. Explain the main advantages and limitations of three advertising media, widely used by marketing orientated organisations.