

1. (a) Explain **four** ways in which a marketer can increase the value of his product offering to the customers. (8 marks)
- (b) A certain product of Ndetwe Ltd. has reached the growth stage in its product life cycle. Highlight **six** strategies that the marketing manager of the firm can use to sustain rapid growth of the product. (12 marks)
2. (a) Describe **six** consumer sales promotion tools that a marketer could use to promote his products. (12 marks)
- (b) There are certain current trends in the natural environment that may have an input on the marketing strategy of a firm. Highlight **four** of these trends. (8 marks)
3. (a) Describe **four** features of the modified rebuy situation commonly adopted in organizational buying. (8 marks)
- (b) Describe **six** major types of large scale retailers that may be found in a country. (12 marks)
4. (a) Finja Ltd intends to mount an advertising campaign through the local media. Explain **six** objectives that the firm could have in carrying out the campaign. (12 marks)
- (b) Highlight **four** types of facilitating services that a manufacturer of heavy equipments can offer to its buyers as a form of product support services. (8 marks)
5. (a) Explain **six** behavioural variables that a marketer could use when segmenting the market for his products. (12 marks)
- (b) Outline **four** circumstances under which a marketer would adopt the market skimming pricing strategy for a product. (8 marks)
6. (a) Describe **five** features that a market segment should have for it to be viable. (10 marks)
- (b) One of **five** elements of the marketing mix in service marketing is the people. Outline the ways in which this element can enhance the level of quality perception by customers. (10 marks)
7. (a) Highlight **five** purposes that can be served by a product package. (10 marks)
- (b) There are certain conditions that should prevail for price dissemination strategy to be effective. Outline **five** of these conditions. (10 marks)