

1. (a) A certain manufacturer has launched a trade sales promotion for wholesalers. Explain **five** objectives that the trade promotion is expected to achieve. (10 marks)
- (b) Tena Company Ltd has noticed that the level of customer complaints has been steadily increasing. Explain the measures that the firm should take in order to reduce the level of its customers complaints. (10 marks)
2. (a) A new industrial product was introduced in the market recently. Explain **six** factors that will influence an organization's rate of adopting the new product. (12 marks)
- (b) Describe the ways in which advances in technology have enhanced the level of customer service provision by retailers. (8 marks)
3. (a) Wote Company Limited is in the process of determining its advertising budget. Explain the factors that will influence the size of the budget. (10 marks)
- (b) Describe the procedure that a marketer should follow when dealing with a customer complaint in order to recover the customer's goodwill. (10 marks)
4. (a) Mamba Company Ltd has noticed that the quality of its marketing intelligence is very poor. Explain the measures that the marketing manager should take in order to improve the quality of marketing intelligence. (12 marks)
- (b) Explain **four** ways in which wholesalers differ from retailers. (8 marks)
5. (a) Many companies are finding it increasingly difficult to make effective pricing decisions in recent years. Explain **six** reasons for this difficulty. (12 marks)
- (b) Highlight **four** goals of marketing in a market-oriented firm. (8 marks)
6. (a) Explain the benefits that a firm should derive from having an efficient marketing information system. (12 marks)
- (b) A certain consumer product has reached its decline stage. Highlight **four** strategies that the firm may adopt in dealing with such a product. (8 marks)
7. (a) J K Company Ltd had decided to adopt the societal marketing philosophy in its operations. Describe **four** tasks that the firm should perform in order to be successful in the execution of the philosophy. (8 marks)
- (b) Customers normally offer strong resistance to price increases. Explain **six** alternative approaches that a firm would adopt in order to avoid such resistance. (12 marks)