

1. (a) Kongoni Company Limited intends to develop a new product. Explain **six** factors which could hinder the development of the product. (12 marks)
- (b) In the recent past, the practice of e-retailing has been growing rapidly. Explain **four** advantages of this method of retailing. (8 marks)
2. (a) Explain **six** factors which may influence the adoption process of a new product by an organization. (12 marks)
- (b) XYZ Company Limited has decided to use direct marketing to reach its customers. Highlight **four** problems that the firm is likely to face from using this method. (8 marks)
3. (a) Describe **five** salient features of an efficient marketing information system. (10 marks)
- (b) Sales promotion expenditures account for a significant portion of a firm's marketing communication budget. Explain **five** reasons for this expenditure. (10 marks)
4. (a) One of the methods used by firms to determine the price of products is the mark-up pricing method. Explain **four** reasons that may account for the popularity of this method. (8 marks)
- (b) Explain **six** benefits that may accrue to a firm which ensures that its customers are satisfied. (12 marks)
5. (a) Describe **four** roles of marketing research in the marketing process of a firm. (8 marks)
- (b) A certain retail shop has installed an Electronic Data Interchange system (EDI). Explain **six** benefits that the firm may derive from the system. (12 marks)
6. (a) Describe **four** methods that a customer would use to present a complaint to a firm. (8 marks)
- (b) BTP Company Limited intends to adopt the marketing concept in its operations. Explain **six** measures that the firm may take to facilitate the adoption of the concept (12 marks)
7. (a) Describe **four** internal sources of information within an organization's marketing information system. (8 marks)
- (b) Bandu Company Limited has reduced the price of its washing detergent. Explain **six** benefits that the firm may derive from this move. (12 marks)