

MAY 2011

P/ID 37510/PBAK

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the marketing process and the forces that influences it.
2. Explain the key changes in the political and cultural environments of marketing.
3. Discuss the special issues of some marketing researchers fare including public policy and ethics issues.
4. Describe the adoption and diffusion process for new products.
5. Explain how companies can position their products for maximum competitive advantages in the market place.
6. Define product and the major classifications of products and services.

7. Identify and define the internal factors affecting the firm's pricing decisions.
8. Name and define the four tools of the promotion mix.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Analyse the major challenges facing marketers leading into the next century.
10. List and discuss the major levels of market segmentation and bases for segmenting consumer and business markets.
11. Explain how companies find and develop new-product ideas.
12. Explain the roles of retailers and wholesales in the distribution channel.
13. Explain in detail about how sales promotion companies are developed and implemented.
14. Explain how companies design sales force strategy and structure.

PART C — (15 marks)

(Compulsory)

15. Case Study :

The Major foods company is a large manufacturer of packaged, canned and frozen foods. The line consists of about 200 items and is sold directly to chains and through whole salers to independent stores. First-second, and third level sales supervisors call on the local and regional offices of chains in addition to managing their people.

All independent stores order and receive their major foods merchandise through their, local whole salers. The company does not distribute to independent retailers in any other way. In their calles on retailers, sales reps check that the stores are stocked with major foods products (if the stores are out of stock, they try to get the retailer to approve an order through the wholesaler). They also deliver emergency stocks from the wholesaler. Service major foods stocks on the shelves, answer complaints, and seek to have retailers tie in with major foods national promotions through local advertising and in-store displays.

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Each sales rep is assigned a territory. The typical territory contains about 150 retailers and ten wholesale customers. Sales reps are expected to call on their larger retail customers. (about 15% their total) atleast once a week and on the others every month, in addition to maintaining regular contact with the wholesalers in their territories.

Questions :

- (a) Do you think major foods should have a formal evaluation program for its sales reps? Why or why not?
 - (b) What difficulties or obstacles do you foresee in setting up and operating a sales evaluation program?
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