

Q1.

(a) i) product ii) price iii) place iv) promotion (7 ½ marks)

(b) holistic marketing

Relationship marketing (7 1/2 marks)

(c) internet marketing (2)

Marketing through social networks (5 ½ marks)

Q2.

(A) marketing information system is an ongoing, organized set of procedures and methods design to generate, analyze, disseminate, store, and retrieve information for use in making marketing decisions. (2 marks)

Helping decision makers: i) provides accurate & timely information ii) provides information on Business environment iii) provides information feedback (iv) storing the data v) introduces updated information technology vi) provides valuable intel. (5 ½ marks)

B) macro economic factors: i) political envt. (ii) social environment (iii) economical envt. Iv) technological envy. V) natural envt. Vi) legal envt. (7 ½ marks)

C) micro economic factors: i) customers ii) suppliers iii) employees iv) competitors v) shareholders vi) public

Q3.

(a) New product development process: idea generation, screening, concept development & testing, marketing strategy, product development, market testing, test marketing & commercialization. (7 ½ marks)

b) Behavioral variables: (i) user status (ii) loyalty pattern (iii) attitude towards the product.

demographic variables: (i) age (ii) income (iii) family size (iv) gender (v) religion (7 ½ marks)

(c) C) i) growing market ii) sufficiently profitable iii) sizeable market iv) easily accessible v) compatible with firms resources (vi) consistent with goals Vii) small number & size of competitors. (7 ½ marks)

Q4.

A) i) discount ii) rebate iii) giftcard iv) coupons v) lottery vi) bundled product (7 1/2marks)

(b) i) product ii) price iii) place iv) promotion v) physical evidence vi) process vii) people (7 ½ marks)

c) open ended question (7 ½ marks)

Q5.

A) E- marketing: the art of crafting & delivering a message in the electronic form or over internet that will influence recipient's behavior (5 marks)

B) high & low involvement product (5 marks)

C) core product, basic product, expected product, augmented product, (5 marks)

D) i) consumer protection ii) protection of consumer rights iii) pro- consumer business iv) control of business mal practices v) no need of external protection vi) protection of environment (5 marks)