

Section: Knowledge- 10 marks

Question 1: Define marketing and provide examples of at least 4 basic marketing activities. (5 marks)

Question 2. (5 marks)

Multiple-choice questions

1. For a consumer profile that is highly active on social media and follows trending content, which promotion type would be most impactful?

- A) TV advertisements
- B) Direct mailing offers
- C) Influencer collaborations on social media
- D) Newspaper ads

2. A brand wants to reach eco-conscious buyers who prioritize sustainable practices. Which promotion approach would likely resonate with this audience?

- A) Hosting a luxury product launch
- B) Sponsoring a green community project
- C) Running a holiday discount sale
- D) Sending regular text message alerts

3. For an affluent consumer base that values exclusivity, which promotional technique would best attract them?

- A) Offering early access to premium products
- B) Displaying products in grocery stores
- C) Advertising in local newspapers
- D) Sending out mass email offers

4. Which promotion method would be most effective for reaching young professionals who appreciate convenience and digital options?

- A) Sending direct mailers
- B) Running online ads with one-click purchase options
- C) Printing coupons in newspapers
- D) Promoting through radio talk shows

5. For targeting families with young children, what would be the most suitable promotional strategy?

- A) Teaming up with family-friendly brands at local events
- B) Advertising in business journals
- C) Pop-up ads on professional websites
- D) Flyers distributed at corporate offices

6. A company wishes to appeal to budget-conscious college students. Which promotional tactic is most suitable?

- A) Offering a loyalty rewards program
- B) Sponsoring a podcast on business trends
- C) Running discounts and deals on social media platforms
- D) Sending catalogs through direct mail

7. If a business is targeting middle-aged professionals interested in career development, which promotion channel is most effective?

- A) Hosting webinars or live events on industry trends
- B) Posting ads on children's websites
- C) Using text message promotions
- D) Sending out free product samples at local stores

8. To reach a youthful audience that enjoys video content, which promotional approach would likely be most effective?

- A) Radio advertisements
- B) YouTube or TikTok video ads
- C) Printed ads in newspapers
- D) Direct mail flyers

9. Which promotional approach would work best for reaching health-conscious consumers interested in wellness and fitness?

- A) Sponsoring health-related podcasts and influencer pages
- B) Running ads in business magazines
- C) Placing billboards on busy highways
- D) Sending text alerts with daily promotions

10. For a luxury car brand targeting high-income individuals, which type of promotion would likely be the most effective?

- A) Sending email discount codes
 - B) Inviting potential customers to exclusive test-driving events
 - C) Running ads in fast-food restaurants
 - D) Offering samples in shopping malls
-

Section: Communication- 10 marks

Question 1: What are the 5 stages of the product life cycle? List the stages.

Explain briefly the marketing activities needed at each stage.

Section: Application- 10 marks

Question 1: Analyze a case where a company had to adjust its pricing strategy due to a decrease in the supply of a particular raw material. The decrease in supply of a raw material would likely result in increased production costs for the company. Explain how this change in supply affected the company's pricing decisions and customer relationships.

Thinking- 10 marks- Student group interview/ oral test

- Work in a group assigned by your teacher to find answers for the 5 situations below. Each scenario is 2 marks
- Encourage critical thinking and open discussion among group members.
- Each group member will be required to participate in the discussion and answer the questions during the interview/oral test.

1. Scenario:

Maria was grocery shopping when she spotted a chocolate bar near the checkout. She hadn't planned to buy it but added it to her cart without much thought.

Question: Which type of purchase decision did Maria make? Explain why.

2. Scenario:

John always buys the same brand of toothpaste without comparing other options. He picks it up on his monthly shopping trips out of habit, without spending time to evaluate other brands.

Question: What type of purchase decision is John making? Explain why.

3. Scenario:

Sarah needs a new phone and spends several weeks researching different brands, reading reviews, comparing features, and considering price points. She finally decides to buy a high-end smartphone after thorough consideration.

Question: Which type of purchase decision did Sarah make? Explain why.

4. Scenario:

Mike is out shopping for a gift for a friend's birthday. He has a budget in mind and considers a few different options, like books, candles, and gift cards, before selecting a nice mug set.

Question: What type of purchase decision did Mike make? Explain why.

5. Scenario:

Emma needs a new laptop for her studies, and she has narrowed her options down to two brands based on her research. However, she is at an electronics store when a limited-time promotion on a different high-quality laptop catches her eye. The store associate highlights its features and reassures her about its performance. Even though she initially didn't consider this brand, she decides to purchase it on the spot due to the discount and positive recommendation.

Question: Which type of purchase decision did Emma make? Explain why.