



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA
BACHELOR OF SCIENCE EXAMINATION
SEMESTER III – 2017 AUGUST

PROGRAMME: BUSINESS STUDIES
COURSE NAME: MARKETING STRATEGIES
CODE: MRKT3504
YEAR GROUP: THREE
DATE: THURSDAY, 2017 AUGUST 10
TIME: 1:00 P.M. – 4:00 P.M.
DURATION: 3 HOURS
EXAMINATION TYPE: FINAL

This Examination paper has 8 pages

INSTRUCTIONS:

1. THIS EXAMINATION PAPER CONSISTS OF TWO (2) SECTIONS: (A) AND (B)
2. ANSWER ALL QUESTIONS FROM SECTION A
3. SECTION B CONSISTS OF FIVE (5) QUESTIONS. CHOOSE ANY THREE (3)

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

Question 1

- A. When setting prices, the company must consider its external environment. Describe **FOUR (4)** parts of the external environment and how they affect businesses. (20 marks)
- B. Describe **TWO (2)** internal factors affecting a firm's pricing decisions. (5 marks)

(Total 25 marks)

Question 2

- A. Test marketing is an important step in the new product development process. Explain **THREE (3)** advantages and **THREE (3)** disadvantages of test marketing. (12 marks)
- B. Summarize the steps in the new-product development process. (13 marks)

(Total 25 marks)

Question 3

Define each of the following terms and explain its importance to the marketing process:

- A. Marketing analysis (5 marks)
- B. Product life cycle (5 marks)
- C. Product mix pricing strategies (5 marks)
- D. Integrated marketing (5 marks)
- E. Direct marketing (5 marks)

(Total 25 marks)

Question 4

- A. Explain the steps involved in designing a marketing channel. (12 marks)
- B. What is channel conflict? (1 mark)
- C. Outline **THREE (3)** strategies for dealing with channel conflict. (12 marks)

(Total 25 marks)

Question 5

Marketers can prolong the lives of many products in the maturity or decline stages of the PLC, sometimes even moving these products back into the growth stage. Explain how these changes in the marketing mix can be achieved?

(Total 25 marks)

END OF EXAMINATION