CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

THURSDAY: 21 August 2025. Morning Paper. **Time Allowed: 2 hours.**

This paper consists of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which one of the following terms refers to individuals or households that buy goods for personal consumption?
   A. Differentiated consumer
   B. Consumer market
   C. Lifetime consumer
   D. Consumer behaviour (2 marks)

2. Which one of the following factors is considered in demographic segmentation?
   A. Experience
   B. Leadership
   C. Loyalty
   D. Gender (2 marks)

3. Which one of the following is a criteria for selecting a market target?
   A. Market profile
   B. Market research
   C. Competitive position
   D. Unsubstantiality (2 marks)

4. Which one of the following terms refers to a set of actual and potential buyers of a product?
   A. A target
   B. A segment
   C. A location
   D. A market (2 marks)

5. Which one of the following statements describes marketing differentiation strategy?
   A. Offering different types of products
   B. Offering a product that is unique
   C. Offering products at lowest cost
   D. Selling products to specific markets (2 marks)

6. Which one of the following statements describes a demerit of packaging?
   A. Increase environmental degradation
   B. Provides product information to customer
   C. Enhances product differentiation from competition
   D. Retains the product quality from manufacturer (2 marks)

7. Which one of the following actions is a role of promotion as an element of the marketing mix?
   A. Creating awareness of a firm's products
   B. Satisfying customers' needs and wants
   C. Adding value to a firm's products and services
   D. Enquiring for information of a firm's products (2 marks)

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8. Which one of the following terms refers to a market that is defined by specific characteristics?
   A. Market niche
   B. Market segment
   C. Market division
   D. Market characteristic (2 marks)

9. Which one of the following statements describes product diversification?
   A. Technical development in production
   B. Simplifying the production process
   C. Adding a new product to existing product line
   D. Alter a product through modification (2 marks)

10. The following are dimensions of product mix, **EXCEPT** _____.
   A. product's breadth
   B. product's depth
   C. product's policy
   D. product's consistency (2 marks)

11. Which one of the following is **NOT** an aspect of the marketing process?
   A. Customer information
   B. Assessing customer needs
   C. Customer behavior change
   D. Delivery to customers (2 marks)

12. Which one of the following statements defines the strategy for setting of a low price for a new product to attract large numbers of customers?
   A. Product re-positioning strategy
   B. Market penetration pricing
   C. Competitive pricing strategy
   D. Market strategic pricing strategy (2 marks)

13. With reference to distribution channels, which one of the following statements explains zero channel marketing?
   A. No distribution of products
   B. No intermediaries used
   C. No product promotion
   D. Indirect link to customers (2 marks)

14. Which one of the following reasons describes why the marketers must monitor the competitor's activities?
   A. The competitor may destroy the organisation
   B. The competitor may threaten the monopoly position of the organisation
   C. To modify organisation plans and activities to remain profitable
   D. The competitor may be violating the law to gain an advantage (2 marks)

15. Which one of the following is a method of overcoming customer feedback barriers?
   A. Raise customers' expectations
   B. Promptly deal with angry customers
   C. Have service recovery procedures
   D. Take customer complaints personally (2 marks)

16. Which one of the following statements is **FALSE** about the marketing mix?
   A. Product mix focuses on the commodity being effectively advertised
   B. Price focuses on ensuring that the cost yields enough profit
   C. Place focuses on the product being properly distributed and available conveniently
   D. Promotion focuses on integration of marketing communication channels (2 marks)

17. Which one of the following statements is a benefit of market segmentation?
   A. Product focus in response to technological development
   B. Product differentiation and enhancement of market position
   C. Products designed to respond to those of competitors
   D. Production at an average cost per unit of production (2 marks)

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18. Fixing, ensuring quality, quantity, size and other features of a product is known as _____.
A. standardisation
B. grading
C. packaging
D. labelling (2 marks)

19. Which one of the following statements describes competitive advertising?
A. Designed to convince consumers product's superiority
B. Designed to build the image and goodwill of competitor
C. Designed to improve firm's reputation and public awareness
D. Designed to improve sales of new and prospective products (2 marks)

20. Which one of the following terms refers to the process of identifying a potential customer?
A. Spotting
B. Sourcing
C. Referencing
D. Prospecting (2 marks)

21. Which one of the following terms refers to financial worth to an organisation of a retained customer?
A. Lifetime customer value
B. Strategic customer value
C. Market value proposition
D. Perceived customer value (2 marks)

22. Which one of the following features is important for the success of a differentiated product with unique customer benefits?
A. Early recognition of the need
B. Large scale promotion
C. Product superiority
D. Detailed analysis (2 marks)

23. Which one of the following statements describes the importance of marketing to the organisation?
A. Provide relevant marketing intelligence
B. Provide valuable information to managers
C. Generate high levels income to the business
D. Convert latent demand into effective demand (2 marks)

24. Which one of the following statements describes "brand loyalty"?
A. Consumer's emotional attachment to the brand
B. Consumer's social attachment toward the brand
C. Fulfilments of consumers needs
D. Feel good factor when using a brand's product (2 marks)

25. Which one of the following is a strategy that helps to cultivate loyalty, interaction and long-term association with an organisation?
A. Viral marketing
B. Relationship marketing
C. Social marketing
D. De-marketing (2 marks)

26. Which one of the following steps represent the first stage in the communication process?
A. Message
B. Sender
C. Encoding
D. Decoding (2 marks)

27. Horizontal communication occurs mainly between _____.
A. employees and senior management
B. managers and supervisors
C. employees of the same status
D. employees in different departments (2 marks)

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28. Which one of the following statements describes the advantage obtained by conducting a video screening interview?
A. Establish continued interest
B. Assess applicant qualification
C. Observe a distant applicant
D. Identify the special skills (2 marks)

29. Which one of the following actions do **NOT** enhance listening skills?
A. Attention
B. Frankness
C. Perception
D. Ignoring (2 marks)

30. Which one of the following terms describes the form of communication that moves between managers at different levels in an organisation?
A. Horizontal
B. Lateral
C. Vertical
D. Diagonal (2 marks)

31. Which one of the following terms is an example of mechanical barrier to communication?
A. Semantic barrier
B. Abstract views
C. Operating system
D. Pre-occupation (2 marks)

32. With reference to effective writing, which is the first step of effective writing process?
A. Organising
B. Planning
C. Research
D. Acknowledging (2 marks)

33. Which one of the following terms is used for a short online presentation that allows groups to interact in real time?
A. Workshop
B. Symposium
C. Webinar
D. Multimedia (2 marks)

34. Which one of the following terms is used for broad-based questions that require interviewee to provide ideas, opinions or perspectives?
A. Structured questions
B. Semi-structured questions
C. Closed questions
D. Open ended questions (2 marks)

35. Which one of the following benefits is associated with grapevine communication in a business?
A. Partial information communicated
B. Affects level of productivity
C. Emotional supportive value
D. For formal decision making (2 marks)

36. Which one of the following forms of communication is effective in lateral communication within an organisation?
A. Memorandum
B. Report writing
C. Formal conference
D. Face-to-face discussion (2 marks)

37. Which one of the following is an advantage of written communication?
A. Unverifiability
B. Inaccuracy
C. Flexibility
D. Referencing (2 marks)

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38. The response received from different forms of communication is referred to as _____.
A. encoding
B. channel
C. feedback
D. decoding (2 marks)

39. Which one of the following terms is a characteristic of body language?
A. Structured
B. Faked
C. Involuntary
D. Common (2 marks)

40. Which one of the following terms refers to letters of application in response to an advertisement?
A. Solicited letters
B. Unsolicited letters
C. Covering letters
D. Application letters (2 marks)

41. Which one of the following statements explains the reason for circulating the agenda of the meeting in advance?
A. Streamline members activities in meeting
B. Members to prepare for the meeting
C. To save time in discussions in meeting
D. Ensure meeting starts on time (2 marks)

42. Which one of the following terms indicates how the tone of writing should be in a persuasive text?
A. Commanding
B. Directing
C. Convincing
D. Exciting (2 marks)

43. Which one of the following statements provides the purpose of using graphic communication?
A. Show the channels of communication
B. Show and compare changes and relationships
C. Show the organisation culture and values
D. Show the flow of communication in business (2 marks)

44. Which one of the following factors distinguishes a "virtual meeting" from an "online meeting"?
A. Reduced global accessibility
B. May be prone to multitasking
C. Allows sharing of information
D. Allows interaction of attendees (2 marks)

45. Which one of the following actions should be avoided in a presentation?
A. Proper grammar
B. Complex words
C. Short sentences
D. Clear voice (2 marks)

46. Which one of the following forms of speech is delivered by a speaker through reading a text?
A. Manuscript
B. Memorised
C. Impromptu
D. Extemporaneous (2 marks)

47. Which one of the following information should be included when using content from external sources in presentation?
A. Acknowledgments
B. Citations and references
C. Trademark symbol
D. Copyright disclaimer (2 marks)

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48. Which one of the following skills are essential during face-to-face interviews?
   A. Speaking and reading
   B. Speaking and writing
   C. Speaking and listening
   D. Listening and reading (2 marks)

49. Which one of the following terms refers to a spontaneous and open meeting that encourages creativity?
   A. Formal meeting
   B. Informal meeting
   C. Ad hoc meeting
   D. Committee meeting (2 marks)

50. Which one of the following actions could irritate the audience in a workshop?
   A. When facts are expressed coherently
   B. When facts are expressed incoherently
   C. When facts are expressed consistently
   D. When facts are expressed rationally (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

FRIDAY: 25 April 2025. Morning Paper. **Time Allowed: 2 hours.**

This paper consists of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which one of the following statements describes demographic segmentation?
   A. Geographic hierarchy of the people in regions
   B. Description of people and place in society
   C. People living in diversified areas
   D. Location of target customers (2 marks)

2. Which one of the following statements provides the meaning of "marketing"?
   A. The process of selling goods to the end user
   B. The process of creating value for customers
   C. The process of managing profitable relationships
   D. The process of selling goods at a profit to customers (2 marks)

3. The following are promotional mix elements, **EXCEPT** _____.
   A. direct selling
   B. sales promotion
   C. public relations
   D. issuing disclaimers (2 marks)

4. Which one of the following marketing strategies relates to the product concept?
   A. Continuous product branding
   B. Continuous product differentiation
   C. Continuous product penetration
   D. Continuous product improvement (2 marks)

5. Which one of the following actions could marketers use to create customer value and build strong customer relationships?
   A. Entice customers
   B. Understand customers
   C. Explore new products
   D. Innovate on products (2 marks)

6. Which one of the following statements describes a situation when undifferentiated marketing may not be achievable?
   A. When targeting a large segment
   B. Where customers are too scattered
   C. When marketing low-priced products
   D. Where the aim is mass production (2 marks)

7. Environmental barriers are also referred as _____ noise.
   A. physiological
   B. psychological
   C. physical
   D. sociological (2 marks)

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8. Which one of the following is the first step in the market research process?
   A. Research design
   B. Data analysis
   C. Problem identification
   D. Information collection (2 marks)

9. Which one of the following terms describes the strong feeling, desire and emotion that make a person to buy a product?
   A. Buying motive
   B. Demand
   C. Price
   D. Quality (2 marks)

10. Which one of the following statements describes sales promotion?
   A. Personal selling and advertising
   B. Short-term incentives for sale of products
   C. Value selling of product in the field
   D. Tools for selling through media (2 marks)

11. The extent to which a product's perceived performance matches a buyer's expectations is referred to as _____.
   A. customer delight
   B. customer satisfaction
   C. customer review
   D. customer survey (2 marks)

12. Which one of the following statements **CORRECTLY** states the 4 P's of marketing?
   A. Product, price, place and promotion
   B. Product, price, press and promotion
   C. Product, price, publicity and promotion
   D. Product, price, post and promotion (2 marks)

13. The process of orienting and motivating marketers to provide customer satisfaction can be referred to as _____.
   A. marketing strategy
   B. target marketing
   C. internal marketing
   D. promotion strategy (2 marks)

14. Which one of the following products does the customer usually buy frequently and with a minimum of comparison and buying effort?
   A. Specialty
   B. Convenience
   C. Unsought
   D. Augmented (2 marks)

15. Which one of the following strategies refers to charging high prices where there is uniqueness of a product?
   A. Premium pricing
   B. Luxury pricing
   C. Price skimming
   D. Value pricing (2 marks)

16. Which one of the following benefits could accrue to an organisation from providing excellent customer service?
   A. Excellent products
   B. Positive feedback
   C. Enhanced convenience
   D. Accurate information (2 marks)

17. Which one of the following is the first stage of designing a competitive marketing strategy?
   A. Situation analysis
   B. Developing marketing mix
   C. Promotion campaign
   D. Distribution analysis (2 marks)

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18. Which one of the following statements gives a description of product positioning?
A. Activities that products are attributed to in the market
B. Ability of a product to compete with other products
C. Activities that create and maintain a concept about a product
D. A strategy that influences the market in regards to product pricing (2 marks)

19. Which one of the following statements describes competitive advertising?
A. Designed to convince consumers product's superiority
B. Designed to build the image and goodwill of competitor
C. Designed to improve firm's reputation and public awareness
D. Designed to improve sales of new and prospective products (2 marks)

20. Which one of the following statements give the meaning of segmented pricing?
A. Pricing to meet the needs of individual customers and situations
B. Pricing to reward customer responses or promote the product
C. Pricing to allow for differences in customers, products or locations
D. Pricing to increase short-run sales temporarily in the market (2 marks)

21. Which one of the following terms is used to describe firms that assist businesses promote, sell and distribute goods to final buyers?
A. Marketing logistics
B. Marketing channels
C. Market intermediaries
D. Merchant wholesalers (2 marks)

22. Which one of the following methods could be used to identify customer satisfaction?
A. Segment customers
B. Customer target
C. Online reviews
D. Service segmentation (2 marks)

23. Which one of the following actions relate to the function of customer relationship management?
A. Decrease costs
B. Increase control
C. Improve quality
D. Customer privacy (2 marks)

24. Which one of the following methods provides an example of an indirect method of giving customer feedback?
A. Product review
B. Social media
C. Individual review
D. Service surveys (2 marks)

25. Which one of the following marketing channels makes the products available to end users without intermediaries?
A. Direct channel
B. Indirect channel
C. Dynamic channel
D. Flexible channel (2 marks)

26. Which one of the following activities is associated with E-marketing?
A. E-payment
B. E-mail marketing
C. Traditional marketing
D. E-commerce (2 marks)

27. The use of words and numbers in spoken form of communication is termed as _____.
A. active communication
B. verbal communication
C. non-verbal communication
D. passive communication (2 marks)

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28. Which one of the following statements describes the situation where oral channels of communication are considered appropriate?
A. Needs a permanent record
B. Addressing widespread audience
C. Needs an immediate response
D. Requirement for detailed information (2 marks)

29. Which one of the following terms refers to a letter containing important information distributed to a large number of people?
A. Memorandum
B. Circular
C. Manual
D. Report (2 marks)

30. Which one of the following statements represents a demerit of oral communication?
A. It is not affected by the speaker's feelings levels
B. It is irreversible as what is said cannot be taken back
C. It does not require on-the-spot thinking
D. It is easy to be aware of one's body language (2 marks)

31. Which one of the statements describes the advantage of upward communication?
A. Provides input for decision making
B. Gives feedback from employees
C. Provides instructions to employees
D. Provides advice to employees (2 marks)

32. Which one of the following statements gives the purpose of using graphics in communication?
A. An easy channel of communication
B. Ease in showing relationships
C. Organisation culture and values
D. Flow of communication (2 marks)

33. Which one of the following is the role of a rapporteur of a conference?
A. To organise and plan for the conference
B. To make announcements in a conference
C. To provide guidance in a conference
D. Prepare and present a summary of discussion (2 marks)

34. Which one of the following statements describes the appropriate way of listening to an angry customer?
A. Comprehend and respond empathetically
B. Offer immediate solution to the problem
C. Be assertive and explain the situation
D. Calm the customer and explain the policy (2 marks)

35. Which one of the following steps is the first to be taken by a speaker when planning for an oral public presentation?
A. Choosing the main points
B. Develop an opening statement
C. Formulate the objectives
D. Establishing link statements (2 marks)

36. Which one of the following is a common deterrent to effective listening process?
A. Person's ego
B. Eye contact
C. Concentration
D. Acceptance (2 marks)

37. Which one of the following actions is a result of empathy in oral communication?
A. Greater receptivity
B. More involvement
C. Greater focus
D. More arguments (2 marks)

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38. Which one of the statements gives the purpose of an annual business report to the organisation?
A. To provide recommendations
B. To provide ideas and opinions
C. To provide facts about operations
D. To provide information (2 marks)

39. Which one of the following elements of writing is **NOT** considered as a rule for effective writing?
A. Clarity
B. Convenience
C. Completeness
D. Courtesy (2 marks)

40. Which one of the following measures could be instituted in a committee meeting to ensure order is maintained?
A. All contributions should be addressed through the chairperson
B. Members should speak clearly and concisely for all to hear
C. All point discussed during the meeting should be noted down
D. A summary of key points should be made at appropriate times (2 marks)

41. Which one of the following actions is appropriate to establish good rapport with audience?
A. Pointing a finger
B. Making eye contact
C. Waving your hands
D. Standing erect (2 marks)

42. Which one of the following statements describes how a presenter may overcome stage fear?
A. A speech must be adequately rehearsed
B. Being well groomed
C. Facts need inadequately checked
D. Speaking moderately throughout (2 marks)

43. Which one of the following explains the benefit of using visual aids when making a presentation?
A. Distract learning
B. Stimulate audience interest
C. Create split attention
D. Create illusion of learning (2 marks)

44. Which one of the following items shows the benefit of teleconferencing to employees?
A. High costs
B. Flexibility
C. Fatigue
D. Privacy (2 marks)

45. Which one of the following roles is played by reading in the communication process?
A. Encoding
B. Decoding
C. Listening
D. Feedback (2 marks)

46. Which one of the following terms refers to communication between individuals at different levels in an organisation?
A. Cross-functional
B. Vertical
C. Visual
D. Horizontal (2 marks)

47. The following are visual aids used when making a presentation, **EXCEPT** _____.
A. projector
B. flip charts
C. video clips
D. telephone (2 marks)

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48. Which one of the following is a characteristic of minutes of a meeting?
   A. Should be combined with the agenda as one document
   B. Contains the list of topics to be discussed in a meeting
   C. Each item should be numbered as a separate agenda item
   D. Should be distributed after considering matters arising (2 marks)

49. Which one of the following types of listening is used to evaluate the truthfulness or honesty of a message?
   A. Discriminative listening
   B. Critical listening
   C. Empathic listening
   D. Comprehensive listening (2 marks)

50. Which one of the following statements describes the objective of writing a memorandum?
   A. Communicate internal matters of the organisation
   B. Communicate with other employees of the organisation
   C. Communicate the managers opinion in an organisation
   D. Communicate to middle level managers in an organisation (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

THURSDAY: 5 December 2024. Morning Paper. **Time Allowed: 2 hours.**

This paper consists of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which one of the following statements describes a virtual market?
   A. Using online platforms to deliver goods and services
   B. Advertising goods and services using online platforms
   C. Online platforms where goods and services are sold
   D. A place where foreign goods and services are sold (2 marks)

2. Which one of the following characteristics distinguishes a wholesale market from a retail market?
   A. Sells directly to consumers
   B. Handles bulk transactions
   C. Member of marketing channel
   D. Can be both physical or online (2 marks)

3. The following are marketing concepts, **EXCEPT** _____.
   A. societal marketing concept
   B. production marketing concept
   C. supplier marketing concept
   D. selling marketing concept (2 marks)

4. The last stage in the marketing process involves _____.
   A. fostering long-term customer relationships
   B. creating an integrated marketing plan
   C. capturing value from customers
   D. creating a customer-driven strategy (2 marks)

5. Which one of the following statements explains the meaning of market research?
   A. Solving market problems using historical data
   B. Collection and analysis of market information
   C. Analysing problems in the market environment
   D. Marketing services in solving market problems (2 marks)

6. Which one of the following statements explains the step followed after identifying the market in the market segmentation process?
   A. Developing advertising strategies
   B. Measuring profitability of segments
   C. Developing segmentation criteria
   D. Creating a marketing channels (2 marks)

7. Which one of the following statements explains an objective of market segmentation?
   A. To serve the whole market efficiently
   B. To determine marketing strategies
   C. To achieve undifferentiated marketing
   D. To reduce volume and level of production (2 marks)

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8. Which one of the following strategies could be useful to a business applying geographical segmentation?
   A. Positioning of key customers
   B. Positioning of key suppliers
   C. Positioning posters and billboards
   D. Determining consumers 'gender (2 marks)

9. Which one of the following is a key element that determines all other decisions in the marketing mix?
   A. Price
   B. People
   C. Product
   D. Place (2 marks)

10. Which one of the following medium of market communication is interactive?
   A. Personal selling
   B. Publicity
   C. Sales promotion
   D. Advertising (2 marks)

11. Which one of the following is a role played by marketing channels in business?
   A. Designing products
   B. Providing financing
   C. Breaking bulk
   D. Reducing competition (2 marks)

12. Which one of the following could be an attractive niche market?
   A. Large market with diverse needs
   B. Small market neglected by competitors
   C. Market with differentiated products
   D. Market consisting of low-income earners (2 marks)

13. Which one of the following is the first step in choosing a brand positioning strategy?
   A. Determining the location of customers
   B. Determining the resources required
   C. Understanding current brand positioning
   D. Choosing one market segment to serve (2 marks)

14. While undertaking market research, Rono monitored customer traffic in supermarket shelves.

   Which method of data collection did Rono use?
   A. Focus group
   B. Survey
   C. Online analysis
   D. Observation (2 marks)

15. Which one of the following statements is an indicator of a successful marketing plan?
   A. Achievement of projected sales volume
   B. Undertaking a timely production analysis
   C. Reduction of prices of goods and services
   D. Reduction of number of key competitors (2 marks)

16. Which one of the following is an objective of preparing a marketing plan?
   A. Provide a roadmap of achieving marketing objectives
   B. Increase production capacity of a manufacturing business
   C. Eliminate the high level of competition in the market
   D. Track the financial performance of the business over time (2 marks)

17. Which one of the following is an example of a SMART marketing objective?
   A. Address customer satisfaction and retention rate
   B. Become the most popular brand in the industry
   C. Increase market share in all regions served
   D. Increase brand awareness by 40% in 9 months (2 marks)

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18. Which one of the following is the final stage in the preparation of a marketing plan?
    A. Conducting a thorough SWOT analysis
    B. Monitoring performance of the plan
    C. Preparing the marketing budget
    D. Writing the executive summary (2 marks)

19. Which one of the following is the reason why a good marketing plan is usually described as clear and concise?
    A. Provides every possible detail of the business
    B. Flexible and adopts to changing circumstances
    C. Provides straightforward, actionable strategies
    D. Describes comprehensively the marketing-mix (2 marks)

20. Which one of the following reasons explains why customer satisfaction surveys could give biased results?
    A. Inadequate sample sizes
    B. Untrained call centre staff
    C. Poor customer service
    D. Many dissatisfied customers (2 marks)

21. Which one of the following is a technique that could be used to build rapport with customers?
    A. Attractive advertising media
    B. Regularly visiting them
    C. Production of quality products
    D. Exhibiting empathy and warmth (2 marks)

22. Which one of the following is a characteristic of relationship marketing?
    A. Emphasises on customer attraction
    B. Main focus is on business products
    C. Relies on cross-functional teams
    D. Focuses on short-term marketing goals (2 marks)

23. Consumer's attachment to a product or service is referred to as _____.
    A. customer service
    B. brand loyalty
    C. customer care
    D. quality excellence (2 marks)

24. In relation to the expanded marketing-mix, which one of the following statements refers to "people" in service-related businesses?
    A. Customers using the services
    B. Employees delivering the services
    C. Competitors providing similar services
    D. Regular consumers of the services (2 marks)

25. Which one of the following customer service interactions may trigger customer switching?
    A. Unresponsiveness
    B. Excessive feedback
    C. Social media presence
    D. Competitor engagement (2 marks)

26. Which one of the following is a receiver related barrier to effective listening?
    A. Boring and monotonous voice
    B. Disinterest and preoccupation
    C. Use of jargons and vocabulary
    D. Poor structured messages (2 marks)

27. Which one of the following flows of formal communication could be affected by rivalry between departments?
    A. Upward
    B. Lateral
    C. Grapevine
    D. Downward (2 marks)

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28. Intrapersonal communication refers to _____.
A. communication within an organisation
B. communication between two people
C. communication within an individual
D. communication without uttering a word (2 marks)

29. Which one of the following is a medium of audio-visual communication?
A. Charts
B. Video
C. Gestures
D. Telephone (2 marks)

30. Which one of the following is a characteristic of non-verbal communication?
A. Only used in informal communication
B. Carries more meaning than oral messages
C. Less effective than verbal communication
D. Easy to control and interpret information (2 marks)

31. Perception barriers occur due to _____.
A. using jargons in communication
B. personal biases and assumptions
C. lack of interest in the subject
D. emotions such as stress and anger (2 marks)

32. Which one of the following statements explains how different items in a pie chart could be contrasted?
A. Use of shapes
B. Use of colour
C. Use of bars
D. Use of axis (2 marks)

33. Which one of the following actions could be an objective of a complaint letter?
A. Refer to situation
B. Request for action
C. Document transactions
D. Deliver bad news (2 marks)

34. Which one of the following is a characteristic of memoranda?
A. Used to deliver sensitive information
B. Have the same exact format as letters
C. No salutation or complimentary close
D. Indirect in style and detailed (2 marks)

35. Which one of the following is a rule of writing business documents?
A. Save irrelevant information for the end
B. Combine paragraphs to make them short
C. Start with the most important information
D. Write main points without explanations (2 marks)

36. Which one of the following is the focus of the editing stage of the writing process?
A. Organising ideas and outlining text
B. Checking grammar, punctuation and spellings
C. Adding new points to improve the text
D. Outlining the structure of the document (2 marks)

37. Which one of the following statements explains when the ‘reply to all’ feature in an email should be used?
A. When one needs to send a response to all their contacts
B. When responding to all current email messages received
C. When forwarding a response to others not in the thread
D. When response is relevant to all recipients of original mail (2 marks)

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38. Which of the following statements describes the disadvantage of telephone interviews?
A. Lack of visual cues
B. Time consuming
C. Highly empathetic
D. Delayed feedback (2 marks)

39. Identify a non-verbal cue that could build rapport during a job interview.
A. Handshake
B. Fidgeting
C. Posture
D. Space (2 marks)

40. Which one of the following terms refers to an interview that adopts a mix of planned and unplanned questions?
A. Highly structured interviews
B. Situational-structured interviews
C. Semi-structured interviews
D. Moderately structured interviews (2 marks)

41. Which one of the following statements explains why an interview checklist could be prepared?
A. Ensure all necessary forms are reviewed
B. Record all the questions to be covered during the interview
C. Confirm that all arrangements for the interview are in place
D. Track the responses to questions of every interviewee (2 marks)

42. Audience feedback during a presentation could help in _____.
A. skipping the question and answer session
B. creating a good impression of the speaker
C. adjusting the style of delivery if necessary
D. completing the presentation in good time (2 marks)

43. Which one of the following is a key factor when preparing slides for a presentation?
A. Include all details of presentation
B. Use as many slides as possible
C. Elaborate every point with a slide
D. Include only the key points (2 marks)

44. Which one of the following factors could affect oral presentation?
A. Contrast
B. Paralanguage
C. Saturation
D. Shading (2 marks)

45. Which one of the following could be a benefit of reading a speech word for word?
A. Avoid omissions and additions
B. Make it interesting to audience
C. Make an impressive presentation
D. Avoid wastage of presentation time (2 marks)

46. Which one of the following reasons explains why an agenda is important to the secretary of a meeting?
A. Helps in conducting the meeting
B. Facilitates the preparation of minutes
C. Ensures every point is discussed
D. Helps to avoid conflict in the meeting (2 marks)

47. Which one of the following statements explains a common mistake made while planning for a meeting?
A. Failure to implement decisions made
B. Few members dominating the meeting
C. Failure to ensure turn taking in the meeting
D. Failure to distribute agenda of the meeting (2 marks)

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48. Which one of the following is the importance of using a virtual waiting room in an online meeting?
   A. Allow time to reserve and prepare the venue
   B. Allow members to chat before the meeting
   C. Control the seating arrangement in the meeting
   D. Control when participants join the meeting (2 marks)

49. Which one of the following factors could lead to an ineffective meeting?
   A. Failure to assign action items in advance
   B. Having all members participating fully
   C. Failure to circulate the agenda for reference
   D. Letting all members make contributions (2 marks)

50. Which one of the following is a benefit of holding a well-organised meeting?
   A. Collaborative decisions
   B. Fewer matters arising
   C. Lengthy detailed debates
   D. Controlling chairperson (2 marks)

……..……..…….

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

THURSDAY: 22 August 2024. Morning Paper. **Time Allowed: 2 hours.**

This paper consists of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which one of the following terms describes all potential customers who have the ability and willingness to buy a product?
   A. Consumers
   B. Segment
   C. Demand
   D. Market (2 marks)

2. Which one of the following terms refers to an activity undertaken by an organisation to provide information on customer needs?
   A. Advertising
   B. Reporting
   C. Research
   D. Education (2 marks)

3. Which one of the following marketing concepts is appropriate for unsought goods?
   A. Production
   B. Societal
   C. Selling
   D. Marketing (2 marks)

4. Which one of the following is the correct order of steps through which marketing management has evolved?
   A. Production, marketing, product, societal, sales orientation
   B. Production, product, sales, marketing, societal orientation
   C. Product, production, sales, marketing, societal orientation
   D. Sales, marketing, societal, production, product orientation (2 marks)

5. Which one of the following concepts refers to a set of benefits a company promises to deliver to customers?
   A. Customer satisfaction
   B. Product quality
   C. Differentiated product
   D. Value proposition (2 marks)

6. Which one of the following terms explains price reduction based on participation in an advertising programme?
   A. Pricing adjustment
   B. Discount offering
   C. Promotion allowance
   D. Price skimming (2 marks)

7. Which one of the following terms is a variable of behavioral segmentation of a market?
   A. Personality
   B. Occupation
   C. Brand loyalty
   D. Religion (2 marks)

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8. Undifferentiated marketing strategy may **NOT** be appropriate _____.
   A. when targeting a large segment
   B. where customers are too scattered
   C. when marketing low-priced products
   D. where the aim is mass production (2 marks)

9. Which one of the following statements describes market targeting?
   A. Selecting the marketing mix strategy to serve the mass market
   B. Focusing all marketing mix decisions on a specific group of customers
   C. Recognising a latent need and coming up with affordable solutions
   D. Concentrating the marketing effort to retention of customers (2 marks)

10. Which one of the following unethical strategies refers to reducing prices in order to drive a competitor out of business?
   A. Price fixing
   B. Deceptive pricing
   C. Predatory pricing
   D. Dumping pricing (2 marks)

11. Which one of the following objectives does **NOT** describe the purpose of competitive advertising?
   A. To convince consumers about product's superiority
   B. To build the image and goodwill of competitor
   C. To improve the firm's reputation and public awareness
   D. To improve sales of new and prospective products (2 marks)

12. Which one of the following objectives is the focus of an organisation that adapts product orientation in marketing management?
   A. Increase profit through volume
   B. Build profit through quality
   C. Raise profit through quick turnover
   D. Increase profit through customer loyalty (2 marks)

13. Which one of the following statements describes sales promotion?
   A. Personal selling and advertising
   B. Short-term incentives on selling
   C. Value selling of product in the field
   D. Tools for selling through media (2 marks)

14. Which one of the following statements explains how reduction in the price of a product could be interpreted by customers?
   A. High market share
   B. Lower quality
   C. Improved value
   D. Extended benefits (2 marks)

15. Which one of the following is a characteristic of direct distribution channels?
   A. Less distribution of products
   B. Intermediaries not required
   C. Low product promotion
   D. Limits links with customers (2 marks)

16. One of the roles of retailers in marketing is _____.
   A. product designing
   B. mass production
   C. Improving quality
   D. Breaking bulk (2 marks)

17. Which one of the following factors could be considered before using secondary data for marketing research?
   A. Sequence of questions asked
   B. Time and cost of data analysis
   C. Consistency with other findings
   D. Availability of respondents (2 marks)

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18. Penetration pricing strategy could be included in a marketing plan where _____.
    A. the product has no or little competition
    B. customers are able to pay premium prices
    C. customers are not price sensitive
    D. product differentiation is not possible (2 marks)

19. Which one of the following concepts is a financial objective of setting a specific price while preparing a marketing plan?
    A. Generation of cash flow
    B. Gaining market share
    C. Gaining competitive advantage
    D. Completing the marketing mix (2 marks)

20. Which one of the following marketing objectives is achieved through pricing?
    A. Determining market demand
    B. Estimating marketing costs
    C. Analysing the competitors
    D. Penetrating new markets (2 marks)

21. Which one of the following is a type of difficult customer?
    A. Decisive
    B. Demanding
    C. Loyal
    D. Irregular (2 marks)

22. In the context of customer service, which one of the following could be a consequence of failure to deliver on promises made?
    A. Failing to apologise to customers
    B. Loss of credibility with customers
    C. Lack of quality customer service
    D. Lack of accurate market information (2 marks)

23. Which one of the following benefits accrues to an organisation from providing excellent customer service?
    A. Excellent products
    B. Positive feedback
    C. Enhanced convenience
    D. Accurate information (2 marks)

24. Which one of the following terms is a dimension of customer service quality?
    A. Design
    B. Variability
    C. Reliability
    D. Financing (2 marks)

25. Which one of the following reasons explains why distributors should be empowered to handle customer complaints?
    A. Eliminates the need for contact centers
    B. They are the first point of contact
    C. They invest in modern technology
    D. Enhance business networking (2 marks)

26. Which one of the following terms completes the communication cycle?
    A. Decoding
    B. Encoding
    C. Feedback
    D. Sender (2 marks)

27. Which one of the following statements defines encoding?
    A. Translating thoughts into feelings
    B. Translating symbols into an idea
    C. Translating a message into feedback
    D. Translating an idea into a message (2 marks)

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28. One of the advantages of written communication is _____.
A. quick response
B. more interaction
C. enhance flexibility
D. allow referencing (2 marks)

29. Which one of the following communication barriers is **CORRECTLY** matched with its source?
A. Physical – emotional and relational problems
B. Organisational – transmitter and environment
C. Semantic – formulation and expression of messages
D. Psychological – rules, policies, status and structure (2 marks)

30. Which one of the following is a benefit of grapevine communication?
A. Partial information communicated
B. Affects level of productivity
C. Emotional supportive value
D. Used in formal decision making (2 marks)

31. Which one of the following terms describes a record of discussions and decisions read at the beginning of a formal meeting?
A. Forum of previous discussion
B. List of apologies submitted
C. Minutes of previous meeting
D. Agenda of previous meeting (2 marks)

32. Which one of the following terms refers to a document submitted with a job application expressing personal interest in a particular job position?
A. Personal resume
B. Offer letter
C. Cover letter
D. Summary note (2 marks)

33. The form of communication between managers at different levels in an organisation is known as _____.
A. horizontal
B. lateral
C. vertical
D. diagonal (2 marks)

34. The role of a rapporteur in a conference is to _____.
A. organise and plan for the conference
B. make announcements in a conference
C. provide guidance in a conference
D. present a summary of discussion (2 marks)

35. Which one of the following terms explains an online presentation that allows groups to interact in real time?
A. Workshop
B. Symposium
C. Webinar
D. Multimedia (2 marks)

36. Which one of the following strategies is a way of overcoming customer feedback barriers?
A. Raise customers' expectations
B. Discourage customer complaints
C. Have service review procedures
D. Take customer views personally (2 marks)

37. Which one of the following set of non-verbal cues represents 'kinesics' in communication?
A. Eye-contact, speed and appearance
B. Gestures, posture and facial expression
C. Touch, intonation and facial expression
D. Gestures, space and volume variation (2 marks)

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38. Which one of the following reasons explains why filtering of information could occur in upward communication?
A. Ensure a level of management is not skipped
B. If the information is unpleasant to managers
C. If managers fail to give feedback to employees
D. Ensure that adequate information is conveyed (2 marks)

39. Which one of the following factors could enhance effective communication in an organisation?
A. Working under deadlines
B. Use of appropriate channels
C. Increase in productivity
D. Complexity of tasks (2 marks)

40. Which one of the following problems is associated with visual communication?
A. Difficult to present facts
B. Information is easily forgotten
C. Lack of control over information
D. Incomplete on their own (2 marks)

41. In relation to advertising, audience desire to make a purchase could be aroused by _____.
A. composing a catchy headline
B. clearly stating the action required
C. use of bullets and sub-headings
D. stating the benefits of the products (2 marks)

42. The purpose of promotion interviews is to _____.
A. assess the personality of the employees
B. to determine training needs of employees
C. identify employees for higher responsibilities
D. correct unsatisfactory behavior of employees (2 marks)

43. Which one of the following statements is a characteristic of minutes of a meeting?
A. Should be combined with the agenda as one document
B. Contains the list of topics to be discussed in a meeting
C. Each item is numbered as a separate resolution point
D. Should be distributed after considering matters arising (2 marks)

44. Which one of the following is a purpose of memorandum in an organisation?
A. To deliver personal information
B. To give feedback
C. Convey crucial information
D. Reveal the information (2 marks)

45. Which one of the following statements is a characteristic of email communication?
A. Files and graphics can be transmitted as attachments
B. Allows the sender to express emotions and feelings
C. All messages are read and responded to promptly
D. Recipient must be present to receive the message (2 marks)

46. Which one of the following reasons explains the need for speaker's tone variation during a presentation?
A. Enhance credibility
B. Prevent monotony
C. Strengthen volume
D. Enhance accent (2 marks)

47. Which one of the following is a challenge of excessive use of visual aids in presentation?
A. Replace oral messages
B. Increase number of slides
C. Could cause distractions
D. Capture audience attention (2 marks)

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48. Which one of the following parts appears last in the main body of a report**?**
   A. Recommendations
   B. Findings
   C. Abstract
   D. Methodology (2 marks)

49. Which one of the following challenges is associated with virtual meetings?
   A. Cost of travel
   B. Background noise
   C. Choice of venue
   D. Lack of record (2 marks)

50. Which one of the following indicates the position of the date in relation to other parts of a business letter?
   A. Below the salutation
   B. Below inside address
   C. Below reference line
   D. Below letter head (2 marks)

……..……..……..

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

THURSDAY: 25 April 2024. Morning Paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. In the context of marketing, which of the following features is a distinctive characteristic of a service?
   A. Tangibility
   B. Perishability
   C. Separability
   D. Ownership (2 marks)

2. Which one of the following statements refers to a combination of products and experiences that satisfy a need in the market?
   A. Market offerings
   B. Customer demand
   C. Customer satisfaction
   D. Marketing-mix (2 marks)

3. Which one of the following statements describes the importance of marketing?
   A. Determines the number of competitors
   B. Solving business management problems
   C. Helps in creating demand for products
   D. Providing goods and services for production (2 marks)

4. Which one of the following factors is a major role of marketing in a competitive business environment?
   A. Consumption of goods
   B. Deceptive advertising
   C. Developing brand loyalty
   D. Acquisition of competitors (2 marks)

5. Which one of the following is a type of marketing information obtained from published data?
   A. Primary data
   B. Secondary data
   C. Researcher data
   D. Internal data (2 marks)

6. Beta Limited has branches in all major towns where there is concentration of customers. Which form of market segmentation has it adopted?
   A. Geographical
   B. Population
   C. Demographic
   D. Psychographic (2 marks)

7. Identify the statement that explains the term 'market positioning'.
   A. Homogeneous groups that consume an organisation's products
   B. Location of the most likely buyers of a business's products
   C. Market situations that allow identification of customers' needs
   D. Picture created in customers 'mind about organisation's products (2 marks)

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8. Which one of the following statements is a function of effective packaging of a product?
   A. Enhancing product segmentation
   B. Immediate recognition of a brand
   C. Designing of product features
   D. Determining the colour of a product (2 marks)

9. Which of the following strategies refers to the ability of a business to separate its products from those of its competitors?
   A. Positioning
   B. Segmentation
   C. Targeting
   D. Differentiation (2 marks)

10. Which one of the following statements is an objective of promotion as an element of the marketing mix?
   A. To create awareness of a firm's products
   B. To satisfy customers' needs and wants
   C. To add value to a firm's products and services
   D. To enquire for information of a firm's products (2 marks)

11. Choose a strategy that refers to charging high prices where there is uniqueness of a product.
   A. Premium pricing
   B. Luxury pricing
   C. Price skimming
   D. Value pricing (2 marks)

12. Which one of the following methods represents sales promotion?
   A. Personal selling
   B. Business planning
   C. Product design
   D. Repeat buying (2 marks)

13. Which one of the following roles is performed by retailers in the marketing process?
   A. Product design
   B. Mass production
   C. Improve quality
   D. Product distribution (2 marks)

14. Which one of the following elements is a key factor of the extended marketing mix?
   A. Promotion
   B. People
   C. Place
   D. Price (2 marks)

15. Choose from the following stages the first step in the market research process.
   A. Research design
   B. Data analysis
   C. Problem identification
   D. Information collection (2 marks)

16. Which one of the following sections of a marketing plan gives a brief and logical presentation of content?
   A. Executive summary
   B. Business description
   C. Business objectives
   D. Marketing strategy (2 marks)

17. Identify the statement that describes the term marketing budget.
   A. Record of income and expenditure incurred in marketing
   B. Plan of funds allocated to cover marketing expenses
   C. Marketing plan made for the purpose of attracting investors
   D. A summary of all planned marketing activities in a given period (2 marks)

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18. Which one of the following terms refers to the process of identifying a potential customer?
    A. Spotting
    B. Sourcing
    C. Referencing
    D. Prospecting (2 marks)

19. Identify the term used for organisations that assist businesses to avail goods to final consumers.
    A. Customer service
    B. Promotion channels
    C. Distribution channels
    D. Mass media (2 marks)

20. Identify a benefit obtained by a business for retaining existing customers than attracting new ones.
    A. Attraction leads to reduced competition in the market
    B. Retention enhances the quality of service for customers
    C. Acquisition of new customers is more expensive to business
    D. Acquisition could lead to saturation of goods in the market (2 marks)

21. Which of the following strategies is used to determine customer satisfaction?
    A. Advertisement
    B. Promotion
    C. Packaging
    D. Feedback (2 marks)

22. Which of the following techniques could be used to train new customer service staff?
    A. Admission
    B. Promotion
    C. Deployment
    D. Orientation (2 marks)

23. Which of the following statements gives the meaning of promotional allowance?
    A. Price reduction as a result of purchasing in multiple units
    B. Price reduction to participants in an advertising program
    C. Price adjustment at specific times to acknowledge change
    D. A functional discount to cover the cost of the services (2 marks)

24. Select the **MOST** effective method of lateral communication within an organisation.
    A. Memorandum
    B. Report writing
    C. Formal conference
    D. Face-to-face discussion (2 marks)

25. Which of the following strategies could be used make a presentation lively?
    A. Use of visuals
    B. Use of victimisation
    C. Use of decorations in a room
    D. Use of refreshments (2 marks)

26. Identify a reason why a customer service staff should allow angry customers to express their feelings.
    A. Show the seriousness of their complaint
    B. Ensure less distractions from other customers
    C. To isolate them from other loyal customers
    D. Get a full understanding of their complaint (2 marks)

27. Identify a factor that could lead to effective communication in an organisation.
    A. Working under deadlines
    B. Use of multiple channels
    C. Increase in productivity
    D. Complexity of tasks (2 marks)

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28. Identify a way in which a receiver could hinder the effective interpretation of a message.
A. Pre-conceived ideas
B. Information overload
C. Lack of feedback
D. Complicated language (2 marks)

29. Select from the list below a target audience for external communication.
A. Employees
B. Suppliers
C. Managers
D. Supervisors (2 marks)

30. Which of the following reasons makes grapevine difficult for management to control?
A. It is incomplete
B. It is inaccurate
C. Spreads too fast
D. Easily misinterpreted (2 marks)

31. Identify a factor that a sender should consider to determine whether the message will reach its destination.
A. Reliability of channel
B. Distance to be covered
C. Nature of message
D. Cost of the channel (2 marks)

32. Which of the following techniques could be used to enhance the effectiveness of horizontal communication?
A. Strictly following hierarchy
B. Use of suggestion boxes
C. Motivation and delegation
D. Collaboration and teamwork (2 marks)

33. Which of the following stages of writing process involves making the text reader-oriented?
A. Prewriting
B. Drafting
C. Revising
D. Publishing (2 marks)

34. Which one of the following is an unplanned distortion that may occur in the communication process?
A. Clarity
B. Media
C. Noise
D. Message (2 marks)

35. Which one of the following parts of a business letter is optional?
A. Attention line
B. Salutation
C. Signature
D. Inside address (2 marks)

36. Identify information that could be included in the body of an inquiry letter.
A. Suggestions of facts
B. Sincere apologies
C. Specifications required
D. Specific adjustments (2 marks)

37. Which one of the following statements explains the reason that makes memorandum a cheap form of communication?
A. It is convenient to read and write
B. Ensure smooth flow of information
C. Make it easy to fix accountability
D. Involves hand to hand circulation (2 marks)

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38. Select the first step taken by a speaker when planning for an oral public presentation.
A. Choosing the main points
B. Develop an opening statement
C. Formulate the objectives
D. Establishing link statements (2 marks)

39. Which one of the following roles is played by an interviewer before a job selection interview is held?
A. Welcoming candidates in a warm and friendly way
B. Knowing the ability of the candidate to do the job
C. Gather information on the nature of job to be filled
D. Predict the types of questions expected in the interview (2 marks)

40. Identify a term used for broad-based questions that require interviewee to provide own ideas and opinions.
A. Structured questions
B. Semi-structured questions
C. Closed questions
D. Open-ended questions (2 marks)

41. Which one of the following statements explains why only the most important details should be recorded during an interview?
A. Help maintain a balance between listening and writing
B. Avoid recording confidential and sensitive information
C. Assure the candidate that they are qualified for the job
D. Avoid filling up the notebook before end of interview (2 marks)

42. Which of the following statements is an advantage of using graphics in communication?
A. An easy channel of communication
B. Ease in showing relationships
C. Organisation culture and values
D. Flow of communication (2 marks)

43. Which of the following reasons shows why it is important for a presenter to consider the venue before delivering a presentation?
A. Determine type of audience
B. Determine topic of presentation
C. Determine possible distractions
D. Decide whether to arrive early (2 marks)

44. Which one of the following strategies could a speaker use to give an overview of the topic of presentation?
A. Giving quotation from respected authorities
B. Relating the topic to personal experience
C. Enhancing the credibility of the speaker
D. Indicating the main points to be covered (2 marks)

45. Identify a factor that distinguishes a virtual meeting from a physical meeting.
A. Reduced global accessibility
B. May be prone to multitasking
C. Allows sharing of information
D. Allows interaction of attendees (2 marks)

46. Identify a measure that could be instituted in a committee meeting to ensure order is maintained.
A. All contributions should be addressed through the chairperson
B. Members should speak clearly and concisely for all to hear
C. All point discussed during the meeting should be noted down
D. A summary of key points should be made at appropriate times (2 marks)

47. Which one of the following statements describes characteristic of minutes of a meeting?
A. Should be combined with the agenda as one document
B. Contains the list of topics to be discussed in a meeting
C. Uses the meeting agenda as the outline of the minutes
D. Should be distributed after considering matters arising (2 marks)

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48. Which one of the following advantages is a result of a video screening interview?
   A. Establish continued interest
   B. Assess applicant qualification
   C. Observe a distant applicant
   D. Identify the special skills (2 marks)

49. Which one of the following statements could be an objective of using visual aids in presentation?
   A. Establish authenticity of information
   B. Eliminate the need for oral information
   C. Make it easy for the speaker to rehearse
   D. Enhance the process of audience analysis (2 marks)

50. Which one of the following statements illustrates the importance of feedback in communication?
   A. Helps to send back the message to the sender
   B. Ensures proper interpretation of the message
   C. Helps to evaluate the effectiveness of a message
   D. Ensures the message is sent to the right recipient (2 marks)

……..……..……..

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 5 December 2023. Morning Paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Identify a term used to describe a group of customers who share common characteristics and buying habits.
   A. Market segment
   B. Market trend
   C. Market monopoly
   D. Market saturation (2 marks)

2. Which of the following statements **BEST** describe demand from a marketer's view?
   A. States of felt deprivation
   B. Needs shaped by culture
   C. Wants backed by buying power
   D. Combination of commodities (2 marks)

3. Which term is used to explain the aspect of dividing the market into segments based on income and occupation?
   A. Departmental
   B. Intermediation
   C. Psychographic
   D. Demographic (2 marks)

4. Select a value that a business could aim to gain from its customer.
   A. Quality products
   B. Efficient services
   C. Brand loyalty
   D. Customer needs (2 marks)

5. Choose an element of the marketing mix that affects perception of customers' value of a product.
   A. Price
   B. Place
   C. Promotion
   D. Profit (2 marks)

6. Identify a purpose of 'promotion' as an element of the marketing-mix.
   A. Enhance product accessibility
   B. Promote product affordability
   C. Enhance product features
   D. Increase product recognition (2 marks)

7. Choose a term used for a set of buyers sharing common needs that a market decides to serve.
   A. Prestige product
   B. Market demand
   C. Target market
   D. Product identity (2 marks)

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8. Which of the following gives a description of marketing mix?
   A. Variables marketers desire to establish
   B. Uncontrollable marketing variables
   C. Controllable tools to influence demand
   D. Variables established by the market (2 marks)

9. Identify the term used for a set of product lines and items a seller offers for sale.
   A. Product feature
   B. Product mix
   C. Product invention
   D. Product concept (2 marks)

10. Which of the following describes product positioning?
   A. Products attributes in the market
   B. A strategy for market feature
   C. Product's ability to compete
   D. Specific concept about a product (2 marks)

11. Choose from the following statements the meaning of the term "market segmentation".
   A. Division of products to effectively serve the market
   B. Division of market into smaller homogeneous sub-units
   C. Charging different prices for different business products
   D. Choosing a profitable and attractive market to serve (2 marks)

12. Identify the term that explains a list of all the expenses planned for marketing.
   A. Financial plan
   B. Business plan
   C. Marketing statement
   D. Marketing budget (2 marks)

13. Which of the following refers to the use of personality traits to segment the market?
   A. Psychographic
   B. Demographic
   C. Behavioural
   D. Sociological (2 marks)

14. Which of the following influences group buyer's behaviour?
   A. Physiological needs
   B. Esteem needs
   C. Security needs
   D. Role needs (2 marks)

15. Which of the following involves designing a marketing mix strategy?
   A. Market positioning
   B. Marketing plan
   C. Price reduction
   D. Price decisions (2 marks)

16. Choose the set of tactical marketing tools a firm uses to get response from its target market.
   A. Product, price. profit and promotion
   B. Position, place, preference and price
   C. Product, price, place and promotion
   D. Place, price, location and product (2 marks)

17. Which of the following should be considered while determining the distribution strategy to adopt?
   A. Customer awareness
   B. Product accessibility
   C. Product design
   D. Competitors price (2 marks)

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18. Identify a situation that could make a marketer adopt the production concept.
   A. Where customer favours quality products
   B. When demand of the product exceeds supply
   C. When it is desirable to consider community needs
   D. Where competitors prices are higher (2 marks)

19. Choose a barrier to effective implementation of a marketing plan.
   A. Failure to conduct mass marketing
   B. Use of only one promotion method
   C. Failure to monitor marketing results
   D. Failure to set a high price of products (2 marks)

20. Which of the following is an objective of training customer service staff?
   A. Easy recruitment and maintenance of the job
   B. Eliminate the need of hiring internal staff
   C. Empower them to deal with customer issues
   D. Ensure management positions are filled (2 marks)

21. Which of the following is a principle of effective complaints handling?
   A. Acknowledge and address it
   B. Widely share the complaint
   C. Handle with subjectivity
   D. Always escalate to management (2 marks)

22. Which of the following distinguishes a two-way communication process from one-way communication process?
   A. Presence of a receiver
   B. Multiple messages are sent
   C. Presence of feedback
   D. Presence of a channel (2 marks)

23. Choose the benefit of implementing customer-managed relationships.
   A. Consumer diversification
   B. Customer replacement
   C. Customer loyalty
   D. Customer transfers (2 marks)

24. Which of the following describes the marketing concept?
   A. Marketing department organised to sell products
   B. Business that produces technically efficient products
   C. Business producing environmental friendly products
   D. A business organised to satisfy customer needs (2 marks)

25. Choose the reason for doing a follow up after the sale of a product.
   A. Clarify customer goal of buying
   B. Establish customer satisfaction
   C. Establish the business opportunity
   D. Establish the channel used (2 marks)

26. Identify the term that describes the extent to which a product perceived performance meets the buyer's expectation.
   A. Customer relationship
   B. Customer satisfaction
   C. Customer behaviour
   D. Customer perception (2 marks)

27. Which of the following element is the initiator of a communication process?
   A. Message
   B. Receiver
   C. Sender
   D. Channel

(2 marks)

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28. Select a disadvantage of oral communication from the following:
    A. Lacks instant feedback
    B. Is prone to distortion
    C. Takes time to compose
    D. It is complex and detailed (2 marks)

29. Identify the type of barrier which could arise due to the use of jargons in communication.
    A. Technical barriers
    B. Mechanical barriers
    C. Psychological barriers
    D. Semantic barriers (2 marks)

30. Identify an advantage of writing a reference in a business letter.
    A. Identifies the number of receivers
    B. Identifies the number of letters sent
    C. Indicates the source of information
    D. Helps to trace the letter at a later date (2 marks)

31. Identify a measure that the chairperson could take to control a meeting.
    A. Clarifying contributions from members
    B. Summarising member's contributions
    C. Ensuring adherence to the agenda
    D. Ensure members have copies of minutes (2 marks)

32. Choose from the following, a factor that could hinder effective listening.
    A. Varying voice pitch
    B. Making eye contact
    C. Premature evaluation
    D. Asking open questions (2 marks)

33. Select a demerit of written communication.
    A. Lacks verification
    B. Easily distorted
    C. Lack of flexibility
    D. Has legal validity (2 marks)

34. Which of the following strategy could be used by a speaker to manage stage flight?
    A. Avoid presenting to an unfriendly audience
    B. Adequate knowledge of facts of presentation
    C. Stand at one point to conceal nervousness
    D. Avoid maintaining eye-contact with the audience (2 marks)

35. Select an example of informal communication in an organisation.
    A. Rumors
    B. Games
    C. Teams
    D. Debates (2 marks)

36. Which of the following describes the position of a receiver in active listening?
    A. Selective understanding
    B. Satisfying the speaker
    C. Relates words meaningfully
    D. No obligation to understand (2 marks)

37. Which of the following is an example of a psychological barrier to communication?
    A. Language
    B. Regulations
    C. Wrong channel
    D. Pre-occupation (2 marks)

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38. Which of the following term refers to space as a- form of non-verbal communication?
A. Kinesics
B. Reflex
C. Pitch
D. Proxemics (2 marks)

39. Which of the following is a feature of grapevine communication?
A. Not controlled by management
B. Characterised by inflexibility
C. Has documentary evidence
D. Conveys original information (2 marks)

40. The following are techniques that could be used during a presentation.
(i) Use of illustrations
(ii) Expert testimonies
(iii) Rehearsing thoroughly
(iv) Stating objectives
(v) Use of statistics
(vi) Outlining parts of the speech
(vii) Audience involvement

Which of the following set represents techniques that could be used to maintain a high level of interest by the audience?
A. (i), (ii), (v), (vii)
B. (ii), (iii), (v), (vii)
C. (i), (iv), (v), (vii)
D. (iii), (iv), (v), (vii) (2 marks)

41. Identify the last stage in report writing.
A. Analysing the report
B. Interpreting the report
C. Drawing conclusions
D. Author's recommendation (2 marks)

42. Which of the following is an advantage of structured interviews?
A. Enhances consistency across candidates
B. Allows flexibility in responding to questions
C. Helps assess clarity of thought of candidate
D. Allows assessing a candidate's interaction (2 marks)

43. Which of the following represents roles performed by an interviewer?
A. Questioning, commanding and presenting
B. Listening, questioning and training
C. Probing, listening and training
D. Questioning, probing and listening (2 marks)

44. Which of the following is a role of the chairperson in a meeting?
A. Follow the minutes as set out
B. Discourage questions by members
C. Ensure decisions are being recorded
D. Make apologies for absent members (2 marks)

45. Identify a limitation of using flip charts during a presentation.
A. Affected by break down in technology
B. Ineffective for a large group presentation
C. Take time to prepare and produce
D. Require a darkened room to present (2 marks)

46. Identify a reason why question and answer session should come at the end of a presentation.
A. Helps a speaker to anticipate likely questions
B. Allows enough time for the speaker to prepare
C. Helps audience assess the credibility of the speaker
D. Prevents unwanted interruptions by the audience (2 marks)

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47. Which of the following represents a list of items to be discussed in a meeting?
    A. Minutes
    B. Agenda
    C. Reference
    D. Abstract (2 marks)

48. Select a document that is issued in advance to ensure members attend a meeting.
    A. Agenda
    B. Notice
    C. Minutes
    D. Memorandum (2 marks)

49. Identify a technique that could enhance interaction during an online meeting.
    A. Keeping the chat pane open
    B. Keeping meetings short
    C. Keeping the webcams on
    D. Avoiding background noise (2 marks)

50. Choose a method of protecting digital communication against cyberthreats.
    A. Engage in file sharing services
    B. Use of simple predictive passwords
    C. Apply latest security updates
    D. Use same password in the web (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 22 August 2023. Morning Paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which of the following strategies could be applied by marketing managers who adopt the production concept?
   A. Continuous improvement to the product
   B. Low cost and mass distribution of product
   C. Large-scale selling and promotion effort
   D. Massive market research on customers' needs (2 marks)

2. Which of the following is the last stage in the marketing process?
   A. Fostering long-term customer relationships
   B. Creating an integrated marketing plan
   C. Capturing value from customers
   D. Creating a customer-driven strategy (2 marks)

3. Which of the following gives the meaning of marketing?
   A. Buying and selling in the market place at a given time
   B. Process by which businesses create value for customers
   C. Process of buying and selling in a consistent market
   D. Selling goods and services at designated places (2 marks)

4. Which of the following gives the meaning of market research?
   A. Solving market problems using historical data
   B. Analysing problems in the market environment
   C. Collection and analysis of market information
   D. Marketing services in solving market problems (2 marks)

5. Which of the following statement explains the benefit of marketing to businesses?
   A. It is the bridge between business and customers
   B. Bridge between business and micro-environment
   C. It is the bridge between business and competitors
   D. It bridges the gap between business and government (2 marks)

6. Which of the following gives the description of marketing mix?
   A. Marketing variables that cannot be controlled
   B. Set of controllable tools used to influence demand
   C. Marketing variables that buyers seek to establish
   D. Marketing variables used by production units (2 marks)

7. Choose the type of market segmentation that divides the market based on personality traits?
   A. Psychographic
   B. Behavioral
   C. Demographic
   D. Geographic (2 marks)

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8. Which of the following is a benefit of market segmentation?
   A. Helps in setting business objectives and ways of achieving them
   B. Facilitates the development of appropriate market mixes
   C. Helps to reduce cost of production and marketing
   D. Helps eliminate the need for market performance evaluation (2 marks)

9. Choose the strategy that involves serving the whole market using same marketing mix variables.
   A. Segmented marketing
   B. Concentrated marketing
   C. Uniform marketing
   D. Undifferentiated marketing (2 marks)

10. Which of the following is the first step in choosing a brand positioning strategy?
   A. Determining the location of customers
   B. Determining the resources required
   C. Understanding current brand positioning
   D. Choosing one market segment to serve (2 marks)

11. Choose a type of psychological pricing strategy from the following:
   A. Cost-plus pricing
   B. Prestige pricing
   C. Competitive pricing
   D. Price skimming (2 marks)

12. Choose the advantage a marketer obtains by using online marketing research.
   A. Ability to track consumer's behaviour
   B. Benefit of obtaining brand loyalty
   C. Able to measure product breadth
   D. Undertake price discrimination (2 marks)

13. Choose a performance standard that managers could use to monitor achievement of marketing plans.
   A. Sales volume
   B. Market analysis
   C. Product price
   D. Competitors (2 marks)

14. Which term refers to broad programs designed to help a business achieve its marketing objectives?
   A. Marketing plan
   B. Marketing goals
   C. Marketing strategy
   D. Customer acquisition (2 marks)

15. Choose an activity that enhances customer service.
   A. Business buying behaviour
   B. Product differentiation
   C. Delivery and installation
   D. Habitual buying decisions (2 marks)

16. Choose among the following, one characteristic of loyal customers:
   A. Are likely to have a high churn rate
   B. Serve as advocates of the business
   C. Buy competitive products
   D. Do not complain due to poor services (2 marks)

17. Which of the following is a purpose of using multiple channels in customer service?
   A. Ensure consistency
   B. Enhance accuracy
   C. Ensure convenience
   D. Reduce engagement (2 marks)

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18. Which of the following is a quality required to deal with difficult customers?
    A. Patience
    B. Aggression
    C. Commanding
    D. Controlling (2 marks)

19. Choose from the following a reason why customer service training is important in an organisation:
    A. Discourage customers from giving negative feedback
    B. Helps in decentralisation of call center services
    C. Increases the level of brand awareness in the market
    D. Enable employees give effective customer support (2 marks)

20. Which of the following could be used as a yardstick for measuring customer satisfaction?
    A. Customer needs
    B. Product design
    C. Quality of products
    D. Churn rates (2 marks)

21. Which of the following could serve as physical evidence of good customer service?
    A. Attractive product packaging
    B. Clean and tidy reception area
    C. Prices of goods and services
    D. Advertisement campaigns (2 marks)

22. Which of the following describes short-term incentives that are aimed at increasing the sale of a product or service?
    A. Advertising
    B. Public relations
    C. Sales promotion
    D. Direct marketing (2 marks)

23. Which of the following is a component of a marketing plan?
    A. Product development
    B. Market research
    C. Product testing
    D. Idea screening (2 marks)

24. Which of the following is a benefit of market targeting?
    A. To identify business ideas
    B. Production of a variety of goods
    C. Promotes brand loyalty
    D. Control against competition (2 marks)

25. Which of the following is a rational appeal in advertising?
    A. Euphoria
    B. Durability
    C. Sales
    D. Self-esteem boost (2 marks)

26. Which of the following type of communication is expressed through body language?
    A. Audio-visual communication
    B. Semantic and language use
    C. Non-verbal communication
    D. Audio communication (2 marks)

27. Which of following enhances effectiveness of communication as a two-way process?
    A. Decoding
    B. Encoding
    C. Receiver
    D. Feedback (2 marks)

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28. Which one of the following explains the decoding of the message?
    A. Interpretation of the message
    B. Feedback
    C. Acknowledgement
    D. Disencoding (2 marks)

29. Choose from the following an example of oral communication in the workplace.
    A. A letter
    B. Meeting
    C. Email
    D. Circular (2 marks)

30. Which of the following is a deterrent to the listening process?
    A. Ego
    B. Eye contact
    C. Concentration
    D. Acceptance (2 marks)

31. Select the positive aspect of grapevine communication in a business.
    A. Provides partial information
    B. Likely to affect performance
    C. Emotional supportive value
    D. Affects trustworthiness (2 marks)

32. Identify a disadvantage of written communication from the following:
    A. Time consuming
    B. Inaccurate
    C. It is temporary
    D. No legal validity (2 marks)

33. Which of the following is a media for audio visual communication?
    A. Charts
    B. Video
    C. Gestures
    D. Telephone (2 marks)

34. Choose a sender-related barrier to communication from the following:
    A. Pre-conceived ideas
    B. Lack of attention
    C. Lack of credibility
    D. Premature evaluation (2 marks)

35. Which of the following is a way that the receiver could ensure attentive listening?
    A. Interrupt to clarify
    B. Avoid asking questions
    C. Use distracting gestures
    D. Observe non-verbal cues (2 marks)

36. Which of the following statement explains the meaning of the term “egocentrism” in communication?
    A. Forming an opinion about an idea before communication
    B. Belief that one’s own ideas are valuable than those of others
    C. Jumping into conclusion without listening to the message
    D. Having bias towards other communicators due to their origin (2 marks)

37. Identify an item used in the middle of a sentence to mark a pause after which the idea is resumed.
    A. A period
    B. A dash
    C. A comma
    D. A colon (2 marks)

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38. Identify a style of writing used in business letters.
    A. Semi-block style
    B. Postscript style
    C. Sales letter style
    D. Transmittal style (2 marks)

39. Which of the following is a purpose of a letter of transmittal in relation to reports?
    A. Introduce the report
    B. Summarise the findings
    C. Offer clear recommendations
    D. Indicate source of information (2 marks)

40. What name is given to a letter sent to customers who do not pay their accounts promptly?
    A. Arrears letter
    B. Complaint letter
    C. Collection letter
    D. Letter of enquiry (2 marks)

41. Identify one way in which the interviewee could communicate non-verbally from the following:
    A. Paraphrasing questions
    B. Providing testimonials
    C. Asking for clarification
    D. Arriving on time (2 marks)

42. Choose from the following a reason that could make an interviewer undertake a structured interview.
    A. Provides quantifiable results
    B. Leads to more interaction
    C. Allows flexibility of questions asked
    D. Allows sharing of more information (2 marks)

43. Which of the following is a purpose of performance appraisal interview?
    A. Recruitment of suitable staff
    B. Maintenance of corporate image
    C. Discipline and reprimand staff
    D. Periodic assessment of employees (2 marks)

44. Identify a checklist of the things a public speaker needs to know about the audience.
    A. Language, lighting, set-up and acoustics
    B. Power points, microphones and age-groups
    C. Room size, audio-visuals, lighting and age-groups
    D. Literacy, language, gender and age-groups (2 marks)

45. Which method of speech delivery would be ideal for a speaker who is afraid of forgetting some parts?
    A. Memorised
    B. Extemporaneous
    C. Impromptu
    D. Crammed (2 marks)

46. Choose from the following a way that the speaker could involve the audience while delivering a speech:
    A. Practicing the speech
    B. Calling for action
    C. Asking questions
    D. Seeking clarification (2 marks)

47. Which of the following describes the nature of a command meeting?
    A. Meeting of experts
    B. An advisory team
    C. Decisions by manager
    D. Participatory meeting (2 marks)

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48. Which of the following statements describes the term “minutes of resolution”?
   A. Word for word recordings of the proceedings of a meeting
   B. Detailed summary of discussions which include voting pattern
   C. Summary of movers, seconders and contributors in a meeting
   D. Brief summary of the decisions arrived at in a meeting (2 marks)

49. Which of the following is a guideline that should be observed to ensure the success of an online meeting?
   A. Avoid use of visual aids during the meeting
   B. Do not set a time limit for the meeting
   C. Distribute the agenda during the meeting
   D. Send complex reference material in advance (2 marks)

50. Which of the following customer service interaction can trigger customer switching?
   A. Unresponsiveness
   B. Excessive feedback
   C. Social media presence
   D. Competitor engagement (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 25 April 2023. Morning Paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL the questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Select the method used by marketing companies to learn about their customer needs.
   A. Advertising
   B. Registration
   C. Research
   D. Communication (2 marks)

2. Which of the following statement describes the term market?
   A. Collection of suppliers of goods and services
   B. Place where goods and services are found
   C. A place where buyers and sellers meet
   D. Building where a business is carried out (2 marks)

3. Select an aim of maintaining a customer relationship management system.
   A. Produce high customer equity
   B. Produce a diversified customer
   C. Obtain high customer attrition
   D. Increase the level of competition (2 marks)

4. Choose the statement that gives the definition of marketing mix.
   A. A set of variables marketers desire to establish
   B. A set of uncontrollable marketing variables
   C. A set of controllable tools used to influence demand
   D. A set of variables that marketers seek to establish (2 marks)

5. Choose the statement that defines the concept of value proposition.
   A. Benefits and values of a product delivered to customers
   B. Product features a company desire to display in market
   C. Product features that attract customers in the market
   D. Product values and pricing in a competitive market (2 marks)

6. Identify the meaning of promotional allowance.
   A. Price reduction as a result of purchasing in multiple units
   B. Price reduction to participants in an advertising programme.
   C. Price adjustment at specific times to acknowledge change
   D. A functional discount to cover the cost of the services (2 marks)

7. Choose an objective of upselling in marketing.
   A. To segment the market
   B. To select product classifications
   C. To sell better quality products
   D. To identify the target market (2 marks)

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8. Identify a benefit of market segmentation.
   A. Differentiation that helps to enhance market position
   B. Product focus in response to technology development
   C. Products design that responds to the competitor
   D. To produce at a greater cost per unit of production (2 marks)

9. From the list below, identify a variable in the marketing macro-environment**.**
   A. Marketing intermediaries
   B. Customer markets
   C. Competitors
   D. Cultural forces (2 marks)

10. Choose the meaning of a marketing channel.
   A. Making a commodity gap in the market
   B. Organisations that provide marketing gaps
   C. Organisations that avail products to users
   D. Intermediaries that widen product gaps (2 marks)

11. Choose the term used for market information derived from population census data**.**
   A. Primary data
   B. Secondary data
   C. Government data
   D. Internal data (2 marks)

12. Select the benefit of using large samples in marketing research.
   A. They give large data base
   B. They give reliable results
   C. They are less costly
   D. They have wide coverage (2 marks)

13. Which of the following is a distraction during a communication process?
   A. Feedback
   B. Media
   C. Noise
   D. Message (2 marks)

14. Identify a technique from the list below of using opinion leaders to spread information about a product.
   A. Word-of-mouth influence
   B. Buzz marketing
   C. Media marketing
   D. Campaign marketing (2 marks)

15. Which of the following represents a classification of barriers to communication?
   A. Feedback
   B. Semantic
   C. Non-verbal
   D. Decoding (2 marks)

16. Select below the demerit of written communication.
   A. Temporary
   B. Inflexibility
   C. Inaudible
   D. Ambiguous (2 marks)

17. Choose an effective method of lateral communication within an organisation.
   A. Notice
   B. Meetings
   C. Posters
   D. Face-to-face (2 marks)

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18. Which of the statements describes a command meeting?
    A. Meeting comprising of subject experts
    B. Meeting where managers make decisions
    C. An advisory decision-making team
    D. A participative office meeting (2 marks)

19. Which one is an obstacle to the listening process?
    A. Personal ego
    B. Eye contact
    C. Concentration
    D. Acceptance (2 marks)

20. Which marketing concept calls for aggressive promotion efforts?
    A. Marketing concept
    B. Selling concept
    C. Production concept
    D. Societal concept (2 marks)

21. Which set of psychographic variables could be used to segment a market?
    A. Regions, population size and education
    B. Social class, lifestyle and personality
    C. Gender, household incomes and ethnicity
    D. User rates, loyalty status and user benefits (2 marks)

22. Maridadi Traders sells flowers for special occasions such as Valentine's Day and Mother's Day. Which market segmentation has it adopted?
    A. Behavioral segmentation
    B. Demographic segmentation
    C. Beauty segmentation
    D. Seasonal segmentation (2 marks)

23. Which of the following could be a basis for product positioning?
    A. Customers relations
    B. Brand name
    C. Business plan
    D. Resources available (2 marks)

24. Which of the following marketing mix elements can be adjusted easily?
    A. Place
    B. Product
    C. Plan
    D. Price (2 marks)

25. Which of the following is an advantage of using email in customer service?
    A. Easy to personalise messages
    B. Ensures customer feedback
    C. Easy brand accessibility
    D. Uses multiple channels (2 marks)

26. Which of the following is an objective of building long term customer relations?
    A. Enhance self-service
    B. Promote brand image
    C. Improve use of technology
    D. Reduce cost of production (2 marks)

27. Which of the following could be a consequence of ineffective customer complaints handling?
    A. Poor quality products
    B. Rude customer service staff
    C. Increased customer engagement
    D. Unfavourable business publicity (2 marks)

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28. Which of the following is a characteristic of an effective website?
    A. Interactive
    B. Profitable
    C. Unresponsive
    D. Redundant (2 marks)

29. Which of the following is a type of difficult customers?
    A. Discount customers
    B. New customers
    C. Advocate customers
    D. Indecisive customers (2 marks)

30. Which skills could a customer care staff require in order to deal with customer complaints?
    A. Conceptual skills
    B. Delegating skills
    C. Interpersonal skills
    D. Disagreement skills (2 marks)

31. Which of the following is a challenge associated with new customer acquisition?
    A. High prices of competitors
    B. High switching costs
    C. Convertible customers
    D. Uncommitted customers (2 marks)

32. Which of the following statement explains the meaning of the term 'encoding'?
    A. Attaching a suitable meaning to a message
    B. Interpreting a message for understanding
    C. Converting thoughts to suitable words or symbols
    D. Transmitting the appropriate message to the receiver (2 marks)

33. Which of the following could show the formal communication networks in an organisation?
    A. Organisation chart
    B. Visual aids
    C. Business report
    D. Communication flow (2 marks)

34. Identify from below, a consequence of sending incomplete messages.
    A. Wrong channel
    B. Inappropriate language
    C. Lack of content
    D. Delayed action (2 marks)

35. Identify below, a characteristic of good listeners.
    A. Finish the speaker's sentences
    B. Observe non-verbal cues
    C. Interrupt regularly to question
    D. Avoid eye-contact with speaker (2 marks)

36. Which of the following part prepares the reader for the information to find in a letter?
    A. Subject line
    B. Attention line
    C. The body
    D. Reference (2 marks)

37. Which of the following distinguishes a memorandum from a letter?
    A. No salutation
    B. No signature
    C. No date
    D. No body (2 marks)

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38. The following are contents of a business report:
(i) Executive summary
(ii) Procedure
(iii) Recommendation
(iv) List of references
(v) Terms of reference
(vi) Table of contents

Which of the following set below represents items included in the body of a report?
A. (i), (ii), (vi)
B. (ii), (iv), (v)
C. (iii), (v), (vi)
D. (ii), (iii), (v) (2 marks)

39. Identify a measure that an interviewer could undertake to encourage the interviewee to speak openly.
A. Arrive early
B. Prepare venue
C. Be presentable
D. Develop rapport (2 marks)

40. Which of the following is a purpose of structured interviews?
A. Get positive responses from the interviewees
B. Easy comparison with other interviewees
C. Discover how an interviewee reacts under stress
D. Help an interviewee who has gone blank (2 marks)

41. Why is it important to maintain records of job interview scores?
A. Help in deciding salaries to pay
B. Enhance effectiveness of selection
C. Shorten the recruitment process
D. Establish number of applicants (2 marks)

42. Identify a technique that a presenter could use to encourage participation of the audience.
A. Allow distractions
B. Ask questions
C. Give a story
D. Analyse the audience (2 marks)

43. Identify from below, a role played by the secretary after a meeting.
A. Read minutes
B. Prepare notice
C. Distribute minutes
D. Send agenda (2 marks)

44. Which of the following is an advantage of conducting a webinar?
A. Requires internet
B. Can be recorded
C. More interaction
D. Easy to control (2 marks)

45. Which of the following is a challenge associated with email communication?
A. Requires the presence of the receiver
B. Difficulties in writing the messages
C. Including too many attachments
D. Expensive over long distance (2 marks)

46. Which of the following is an advantage of using open-ended questions in an interview?
A. Freedom of response
B. Saves interviewer's time
C. Shows commitment to opinions
D. Straightforward answers (2 marks)

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47. Identify a feature of video conferencing.
   A. Increases cost of travel
   B. One-way communication
   C. Suitable for training
   D. Allows use of visuals (2 marks)

48. Which of the following technique can a speaker use to make a presentation effective?
   A. Avoid the use of non-verbal signals
   B. Display visuals throughout the presentation
   C. Have voice variations and modulations
   D. Read directly from the text or slides (2 marks)

49. Which of the following is a purpose of preparing a marketing plan?
   A. Enhance customer service.
   B. Identify business operations
   C. Sets out the marketing budget
   D. Helps in lowering product prices (2 marks)

50. Which of the following is a barrier to effective implementation of a marketing plan?
   A. Frequent review of the plan
   B. Lack of adequate resources
   C. Many distributions channel
   D. Lack of substitutes in the market (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 6 December 2022. Morning Paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL the questions by indicating the letter (A, B, C or D) that represents the correct answer. Do NOT write anything on this paper.

1. Which one of the following is a variable of the product mix?
   A. Product range
   B. Product selling
   C. Product price
   D. Product marketing (2 marks)

2. Which of the following is a benefit of using a mobile phone in communication?
   A. Portability
   B. Inaccessibility
   C. Bulky
   D. Inefficiency
   (2 marks)

3. Identify a factor that influences the price of a commodity.
   A. The competitors' prices
   B. Human resources
   C. Operation plan
   D. Company objective (2 marks)

4. Which of the following is an indicator of customer satisfaction?
   A. Repeat buying
   B. Customer service
   C. Market research
   D. Tastes and preferences (2 marks)

5. Which of the following is a communication barrier caused by the receiver?
   A. Technical language
   B. Physical noise
   C. Negative attitude
   D. Faulty media (2 marks)

6. Which one of the following is a benefit of market targeting?
   A. Control against fraud
   B. Variety of goods and services
   C. Promotes brand loyalty
   D. Control against competition (2 marks)

7. Identify one of the components of a marketing plan for a business.
   A. Product or service
   B. Business description
   C. Business strategy
   D. Service charter (2 marks)

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8. Which of the following is contained in a notice of a meeting?
   A. Subject
   B. Position
   C. Product
   D. Resolutions (2 marks)

9. Which of the following is a disadvantage of video conferencing?
   A. Limited geographical coverage.
   B. Affected by lack of power
   C. Difficult to uses visual aids.
   D. High cost of travelling (2 marks)

10. Which one of the following indicates emotions in one's voice?
   A. Anxiety
   B. Fear
   C. Tone
   D. Grapevine (2 marks)

11. Which one of the following is a merit of wireless networks?
   A. Inefficient
   B. Does not require skill
   C. Reduces paper work
   D. Visual disorder (2 marks)

12. Which one of the following is an advantage of trade fairs and exhibitions?
   A. Not very expensive
   B. Consumes a lot of time.
   C. Available all the time.
   D. It is persuasive. (2 marks)

13. Which one of the following explains the process of creating, communicating and delivering value to meet the needs of customers?
   A. Selling
   B. Marketing
   C. Marketing mix
   D. Business (2 marks)

14. Identify one method of enhancing customer feedback.
   A. Fair pricing.
   B. Use of technology
   C. Product accessibility
   D. Product branding (2 marks)

15. Pendo Ltd sells children's clothes and toys. Which type of market segmentation has it adopted?
   A. Demographic
   B. Junior.
   C. Psychographic
   D. Behavioural (2 marks)

16. Identify one objective of a marketing plan.
   A. To document the business idea.
   B. To get a clear picture of the business
   C. To set out the management team
   D. To state and review the marketing mix (2 marks)

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17. What term is given to the willingness of a customer to engage and repeatedly purchase a product?
    A. Customer satisfaction.
    B. Customer experience.
    C. Customer loyalty
    D. Customer relations (2 marks)

18. Which of the following strategies could assist a business in market penetration?
    A. Training employees.
    B. Mass production.
    C. Price adjustment.
    D. Low transport cost (2 marks)

19. What is the other name given to concentrated marketing?
    A. Niche marketing.
    B. Mass marketing.
    C. Segmented marketing.
    D. Differentiated marketing (2 marks)

20. Which of the following represents a strategy of attracting new customers?
    A. Building customer relationships
    B. Creating a loyalty program
    C. Offering cash discounts
    D. Personalised market offerings (2 marks)

21. Which of the following is a correct definition of 'target market'?
    A. Market segment which is served by competitors
    B. Customers for whom a particular marketing mix is designed
    C. Process by which marketers focus on an individual customer
    D. Identifying, capturing and retaining new customers (2 marks)

22. Identify an objective of market research.
    A. Serves as a foundation of marketing plan
    B. Describes the marketing-mix of a business
    C. Outlines the purpose of running a business
    D. Undertaken after preparing the marketing plan (2 marks)

23. Which of the following marketing concept stresses customer loyalty and long term customer management?
    A. Selling concept
    B. Transactional concept
    C. Strategic concept
    D. Relationship concept (2 marks)

24. Which of the following is a benefit of customer complaints?
    A. Help identify difficult customers
    B. Boosts the image of the business
    C. Enhances competitive advantage
    D. Helps in adjusting customer experience (2 marks)

25. The following are steps of the marketing process.
    (i) Building customer relationships.
    (ii) Capturing customer value.
    (iii) Understanding the market place and customer needs.
    (iv) Construct an integrated marketing plan and program.
    (v) Design a customer driven marketing strategy.

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Which of the following sets represent the correct order of steps of the marketing process model?

A. (iv), (ii), (iii), (v), (i)
B. (iii), (v), (iv), (i), (ii)
C. (ii), (iii), (iv), (v), (i)
D. (iii), (iv), (v), (i), (ii) (2 marks)

26. Which element of the marketing-mix is also referred to as market communication?

A. Publish
B. Process
C. People
D. Promotion (2 marks)

27. Which of the following is a challenge associated with the implementation of a marketing plan?

A. High prices of competitors
B. Unanticipated market changes
C. Availability of demand
D. Robust customer service (2 marks)

28. Identify one barrier to effective customer service.

A. Lack of customer data
B. Having many customers
C. Stiff industry competition
D. Lack of product promotion (2 marks)

29. Which marketing concept focuses on continual product improvement?

A. Product concept
B. Production concept
C. Innovation concept
D. Marketing concept (2 marks)

30. Which of the following is the correct definition of customer need?

A. Driver of customer's purchase decision
B. Benefits that a brand promises to deliver
C. Goods and services a customer intend to buy
D. Market offerings available in the market (2 marks)

31. Identify a factor that could affect the market targeting strategy of a business.

A. Resources available
B. Brand image
C. Customer perception
D. Product name (2 marks)

32. What term refers to a roadmap that a business uses to track its marketing strategy over a given time?

A. Marketing budget
B. Marketing plan
C. Marketing process
D. Marketing concept (2 marks)

33. Which of the following is an advantage of formal communication?

A. It is highly systematic
B. Widens communication gap
C. Speed of transmission is high
D. Supports other channels (2 marks)

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34. Why is it important for an interviewee to arrive early for an interview?
A. To give a negative impression
B. To avoid giving apologies
C. To avoid being attended to last
D. To reduce the anxiety level (2 marks)

35. Identify the importance of having an agenda during a meeting.
A. Informs members date of the meeting
B. Maintains records of the meeting
C. Helps in numbering meeting topics
D. Facilitates preparation of minutes (2 marks)

36. Which of the following is a physical barrier to communication?
A. Attitude
B. Language
C. Faulty machines
D. Culture (2 marks)

37. Why is it important to address letters correctly?
A. Ensure they reach their destination
B. Ensuring proper filing in an office
C. Enable the receiver know the sender
D. Make them more presentable (2 marks)

38. Which of the following is a skill of an effective interviewer?
A. Deceptive
B. Indecisive
C. Judgemental
D. Good Listener (2 marks)

39. Which of the following is a role played by the chairperson during a meeting?
A. Adjourning the meeting
B. Reading of minutes
C. Distribution of agenda
D. Making resolutions (2 marks)

40. What term is given to the element that transmits the message in the communication process?
A. Airwave
B. Sender
C. Feedback
D. Channel (2 marks)

41. The following are characteristics of interviews.
(i) Interactive
(ii) Saves on time.
(iii) Flexible.
(iv) No specific list of questions.
(v) Generate quantitative data.
(vi) There is use of closed-ended questions.

Which of the following set of characteristics relate to unstructured interviews?
A. (i), (ii), (iii)
B. (i), (iii), (iv)
C. (ii), (v), (vi)
D. (ii), (iv), (v) (2 marks)

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42. Identify a reason for preparing an outline before making a presentation.
   A. To be used for future reference
   B. Arouse interest of the audience
   C. Avoid omission of information
   D. Enhance knowledge of subject matter (2 marks)

43. Which part of a report contains suggestions for action?
   A. Conclusion
   B. Findings
   C. Introduction
   D. Recommendations (2 marks)

44. Identify one advantage of using open-ended questions during an interview.
   A. More information is gathered
   B. There is uniformity of responses
   C. They consume less time
   D. They are easy to analyse (2 marks)

45. Why is audience analysis important before making a presentation?
   A. Determine the audience appearance
   B. To ensure faster presentation
   C. To ensure legal compliance
   D. Allow choice of suitable topic (2 marks)

46. Which one among the following is suitable for seminars?
   A. Teleconference
   B. Webinar
   C. Video conference
   D. Audio conference (2 marks)

47. What term refers to the form of communication between a manager and a subordinate in an organisation?
   A. Horizontal communication
   B. Lateral communication
   C. Vertical communication
   D. Diagonal communication (2 marks)

48. Which of the following non-verbal signal could communicate confidence during a job interview?
   A. Chronemics
   B. Proximity
   C. Vocal variations
   D. Artifacts (2 marks)

49. Identify the method of speech delivery that does not allow the speaker time to prepare thoroughly.
   A. Memorised
   B. Impromptu
   C. Manuscript
   D. Extemporaneous (2 marks)

50. Which of the following is a non-verbal indicator of active listening?
   A. Open-minded
   B. Tone
   C. Eye contact
   D. Paraphrasing (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

PILOT PAPER

November 2021. **Time Allowed: Two hours**

This paper has three sections. Section One has forty (40) multiple choice questions. Section Two has twenty (20) short response questions. Section Three has one (1) essay question. All questions are compulsory. Marks allocated to each question are shown at the end of the question.

SECTION ONE

[40 MARKS] [40 MINUTES]

1. Which of the following is not a main factor that should be considered while adopting a societal marketing concept? (1 mark)

   A. Consumers' needs
   B. Society's needs
   C. Competitors' needs
   D. Organisation's needs.

2. Which of the following statement best explains the meaning of market positioning? (1 mark)

   A. Place the product occupies in customers' minds
   B. Place of selling the organisation's product
   C. Place where customers are located
   D. Methods used to approach the market.

3. Identify one factor that could be considered while developing a promotion strategy of a business plan? (1 mark)

   A. Selling price
   B. Management team
   C. Business name
   D. Media to use.

4. Which of the following best explains a measurement that determines how happy customers are with an organistion's product? (1 mark)

   A. Customer service
   B. Customer relations
   C. Customer loyalty
   D. Customer satisfaction.

5. Once a marketing plan is developed, it should not be changed. This statement is: (1 mark)

   A. True
   B. False

6. A marketing plan could include the nature of packaging of the product offered for sale. This statement is: (1 mark)

   A. True
   B. False

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7. Identify one main benefit of market segmentation. (1 mark)

A. Need to apply different advertisements
B. Effective utilisation of resources
C. Production cost is lower
D. Require smaller storage space.

8. Which of the following statement best defines the term 'marketing'? (1 mark)

A. A group of potential customers sharing particular needs and wants
B. A combination of products and services that satisfies customer needs
C. Process by which organisations create value for customers and build strong relationships
D. Determining the quantity of a product that consumers are willing to buy.

9. Which of the following is a method of obtaining customers' feedback? (1 mark)

A. Notices
B. Circulars
C. Advertisements
D. Interviews.

10. Identify one key objective of market positioning in a business organisation. (1 mark)

A. Able to tailor products to the needs of customers
B. Excludes other market segments
C. Do not share the market with competitors
D. Does not take time to identify a market segment.

11. Which one of the following is not a role of marketing in a business organisation? (1 mark)

A. Product development
B. Product promotion
C. Product grading
D. Product distribution.

12. Identify one key benefit that a business organisation achieves from customer retention. (1 mark)

A. Existing customers buy goods at a cheaper price
B. The business does not need to attract new customers
C. It helps the business to analyse competitors
D. Existing customers are more likely to recommend your products to others.

13. Which of the following is a technique that a business organisation could use to understand customers' needs and wants? (1 mark)

A. Marketing mix
B. Market research
C. Market positioning
D. Customer satisfaction.

14. Ignoring difficult customers is a principle of effective complaints handling. This is: (1 mark)

A. True
B. False

15. Only the marketing department in an organisation should be responsible for ensuring customer satisfaction. (1 mark)

A. True
B. False

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16. Segment size is one of the criteria of selecting a target market. This is: (1 mark)

A. True
B. False

17. Which of the following is not a market offering? (1 mark)

A. Services
B. Experiences
C. Goods
D. Prices.

18. Identify one component of a marketing plan that enables at a glance over-view of its contents. (1 mark)

A. Business
B. Marketing budget
C. Executive summary
D. Product or service.

19. Which of the following could indicate active listening to a customer during a phone conversation? (1 mark)

A. Restating what the customer says
B. Nodding the head
C. Interrupting the customer
D. Telling the customer to repeat.

20. Which of the following statements best explains the meaning of psychographic segmentation? (1 mark)

A. Dividing the market based on demographic characteristics
B. Dividing the market based on customers' personal characteristics
C. Dividing the market based on the products consumed
D. Dividing the market based on economic strength.

21. Which of the following is a component of the distribution strategy of a marketing plan? (1 mark)

A. Promotion campaigns to undertake
B. Methods of getting the product to customers
C. Types of credit to give to customers
D. Prices you will sell to your distributors.

22. Which one of the following best explains the process of choosing a number of markets and designing separate marketing mix for each one of them? (1 mark)

A. Concentrated marketing
B. Micromarketing
C. Undifferentiated marketing
D. Differentiated marketing.

23. Identify a method that a business could use to build customers' loyalty. (1 mark)

A. Advertising products
B. Rewarding customers
C. Attracting customers
D. Developing products.

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24. Identify a consumer benefit that could be considered while developing a product strategy of a marketing plan? (1 mark)

A. Product comfort
B. Materials used
C. Product ownership
D. Product market.

25. Which of the following barriers to effective communication can be caused by a sender? (1 mark)

A. Pre-conceived ideas
B. Selective listening
C. Information overload
D. Lack of feedback.

26. Which one of the following is not contained in the layout of a memorandum? (1 mark)

A. Salutation
B. Subject
C. Signature
D. Date.

27. Identify one purpose of analysing the audience before a presentation. (1 mark)

A. Helps to present your material quickly
B. Helps in organizing material to suit the audience
C. Helps to determine occasion of presentation
D. Helps to invite audience for the presentation.

28. Which of the following is not a skill that an interviewer should possess? (1 mark)

A. Elimination skill
B. Planning skill
C. Analytical skill
D. Communication skill.

29. Which of the following should be contained in minutes of a meeting? (1 mark)

A. Notice of a meeting
B. Role of chairperson
C. Time of leaving the meeting
D. Matters arising.

30. Which one of the following is not a way the speaker could use to enhance credibility during a presentation? (1 mark)

A. Demonstrating knowledge of the subject matter
B. Using humour throughout the presentation
C. Emphasising similarity with the audience
D. Supplying evidence of information given.

31. Informal communication is beneficial to an organisation. (1 mark)

A. True
B. False

32. Which of the following statement best explains the importance of dressing appropriately during an interview? (1 mark)

A. Shows you take the interview seriously
B. Shows you are smart
C. Shows that you are well educated
D. Shows you are successful.

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33. Identify a reason that makes accuracy important in a business document. (1 mark)

A. It makes the message interesting
B. It provides feedback
C. It conveys ideas clearly
D. It sets the tone of the message.

34. Which of the following is a technique of encouraging participation during a meeting? (1 mark)

A. Ensuring minutes are written
B. Chairing the meeting
C. Distributing agenda in advance
D. Not allowing turn taking.

35. Which of the following is not a stage in the communication process? (1 mark)

A. Message interpretation
B. Conception of message
C. Message encoding
D. Recording of message.

36. Which of the following is a characteristic of a non-structured interview? (1 mark)

A. Takes less time to conduct
B. More difficult for the interviewer to control
C. Provides quantifiable results
D. Require less skill by the interviewer.

37. Identify one function of introduction during a presentation. (1 mark)

A. Encourages the audience to take action
B. To indicate the source of information
C. Set the proper tone for the topic
D. To ask for clarification.

38. All business documents should be signed. (1 mark)

A. True
B. False

39. Which of the following best explains completeness as a principle of effective communication? (1 mark)

A. Including all the relevant information
B. Using as few words as possible
C. Taking into account the feeling of the receiver
D. Using an easy to understand language.

40. Which of the following is NOT a format of presenting a business report? (1 mark)

A. Memorandum
B. Letter
C. Schematic
D. Notice.

(Total: 40 marks)

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SECTION TWO
[40 MARKS] [1 Hour]

You are advised not to exceed forty words in answering each question.

41. Identify two situations when production concept of marketing could be useful. (2 marks)

42. List two factors that could form the basis of demographic segmentation. (2 marks)

43. State two reasons that makes marketing plan important to a business organisation. (2 marks)

44. Identify two strategies that a business organisation could use to attract new customers. (2 marks)

45. Identify two characteristics of an effective marketing plan. (2 marks)

46. Highlight two essential features of an effective market segment. (2 marks)

47. Outline two roles of marketing in a business organisation. (2 marks)

48. Identify two tools that an organization could use to facilitate product positioning. (2 marks)

49. Highlight two principles of effective customer service. (2 marks)

50. State two core marketing activities undertaken in a business organisation.

51. Identify two product decisions that may require to be made to enhance the marketing function. (2 marks)

52. Outline two benefits that could accrue to an organisation from customer satisfaction. (2 marks)

53. Identify two ways that could be used to overcome noise barrier in oral communication. (2 marks)

54. Highlight two purposes of rehearsing before making a presentation. (2 marks)

55. Outline two advantages of using open-ended questions during an interview. (2 marks)

56. List two contents of the agenda of a meeting. (2 marks)

57. Match each of the non-verbal signals in list **'A'** below with one message they could convey from list **'B'**.

A	B
Nodding of head	Desire to speak
Raised eyebrows	Agreement
	Anger
	Surprise

(2 marks)

58. Identify two circumstances when circular letters could be sent to customers. (2 marks)

59. Identify two stages in the actual delivery of a presentation. (2 marks)

60. Identify two roles performed by the secretary during a meeting. (2 marks)

(Total: 40 marks)

SECTION THREE
[20 MARKS] [20 MINUTES]

61. (i) Explain four factors that a sender could consider while choosing a channel of communication. (8 marks)

(ii) Define the term behavioural segmentation. (2 marks)

(iii) Demonstrate five ways that customers could be grouped while applying the behavioral segmentation. (10 marks)

(Total: 20 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 2 August 2022. Morning paper. **Time Allowed: 2 hours.**

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL the questions by indicating the letter (A, B, C or D) that represents the correct answer. Do NOT write anything on this paper.

1. What is the name given to a set of marketing tools that a firm uses to implement its marketing strategy?
   A. Marketing mix
   B. Promotion mix
   C. Product mix
   D. Marketing effort (2 marks)

2. Which of the following strategies would be the **MOST** appropriate to use to increase customer satisfaction?
   A. Reducing the variety of services offered
   B. Lowering prices
   C. Demarketing
   D. Limiting customer experiences with a brand (2 marks)

3. Which is the final step in the marketing process?
   A. Creating customer loyalty
   B. Understanding the market place
   C. Capturing value from customers
   D. Creating customer lifetime value (2 marks)

4. What is the name given to a set of benefits that a company promises to customers to satisfy their needs?
   A. Value proposition
   B. Demand satisfaction
   C. Need proposition
   D. Market offering (2 marks)

5. Which of the following is **NOT** a type of marketing concept?
   A. The societal marketing concept
   B. The supplier concept
   C. The selling concept
   D. The production concept (2 marks)

6. What is the **MAIN** aim of the marketing process?
   A. Profit making
   B. Production
   C. Satisfaction of customer needs
   D. Selling products (2 marks)

7. The following are types of interviews **EXCEPT?**
   A. Semi-structural
   B. Unstructured
   C. Oral presentation
   D. Structured (2 marks)

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8. Which of the following is **NOT** part of the planning process for interviews?
   A. Defining the purpose of the interview
   B. Identifying areas of inquiry
   C. Anticipating possible answers to questions
   D. Devising ways to trick the interviewer (2 marks)

9. Which of the following **MUST** be avoided in a presentation?
   A. Clear voice
   B. Proper grammar
   C. Complex words
   D. Short sentences (2 marks)

10. What could a presenter use to break monotony in a speech?
   A. Low voice
   B. Sad story
   C. Constant tone
   D. Humour (2 marks)

11. Which statement gives the **BEST** description of the importance of marketing?
   A. Selling goods and services
   B. Raising the standard of living of the people
   C. Converting latent demand into effective demand
   D. Solving business marketing problems (2 marks)

12. Which statement explains the micro-environment of any firm?
   A. Marketing forces that are beyond the firm's control
   B. Marketing forces close to the firm
   C. Marketing forces with a positive effect to the firm
   D. Marketing forces which are difficult to analyse (2 marks)

13. Which of the following constitutes the macro-environment of the firm?
   A. Customers
   B. Suppliers
   C. Technology
   D. Competitors (2 marks)

14. Which statement gives the **BEST** definition of marketing?
   A. Getting potential customers to be interested in products and services
   B. Selling and advertising in the markets
   C. Process of providing goods and services
   D. Adding value to customers' purchasing (2 marks)

15. The following are components of a marketing plan **EXCEPT?**
   A. Executive summary
   B. Financial statements
   C. Business objectives
   D. The competitors (2 marks)

16. Which statement describes the production concept?
   A. Consumers will favour the products that are of high value
   B. Consumers will favour the products that are available and highly affordable
   C. Consumers will favour products that have direct distribution
   D. Consumers will favour the products that are produced locally (2 marks)

17. Which of the following elements refers to how a company gets its products or services to their customers?
   A. Promotion
   B. People
   C. Place
   D. Price (2 marks)

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18. Which statement gives the **BEST** description of formal communication?
    A. Flow of communication through the established channel of an organisation
    B. Flow of communication through the media channels of communication
    C. Flow of communication through the social networks of the organisation
    D. Flow of communication from the top management of the organisation (2 marks)

19. Which of the forums below facilitate the formal communication orally?
    A. Radio presentations
    B. Video conferencing
    C. Television presentations
    D. Performance reviews (2 marks)

20. Select an example of informal communication in an organisation.
    A. Rumours
    B. Games
    C. Team building
    D. Debates (2 marks)

21. Which statement best defines psychographic segmentation?
    A. Breaking down customer groups according to location
    B. Breaking down customer groups according to demographics
    C. Breaking down customer groups according to beliefs
    D. Breaking down customer groups according to disposable income (2 marks)

22. Which of the following is **NOT** a common challenge in creating a market plan?
    A. Setting goals
    B. Determining the budget
    C. Inaccuracy in projections
    D. Identification of competitors (2 marks)

23. Which is the **BEST** description of customer orientation?
    A. Understanding customers and creating solutions to meet customer needs
    B. Understanding customers and providing a valued buying environment
    C. Understanding customers and creating quality valued relationships
    D. Understanding customers and providing the distribution benefits (2 marks)

24. Which of the following is not a method of speech delivery?
    A. Memorised
    B. Manuscript
    C. Informal presentation
    D. Impromptu (2 marks)

25. _____is the originator of the idea of the message in the communication channel.
    A. Manager
    B. Supervisor
    C. Sender
    D. Team leader (2 marks)

26. Which of the following describes the means through which communication in an organisation flows to the receiver?
    A. Memo
    B. Circular
    C. Letter
    D. Channel (2 marks)

27. The following statements explain the limitation of audio teleconferencing **EXCEPT?**
    A. Lack of opportunity to see the other person
    B. Lack of opportunity to see the non-verbal cues
    C. Lack of opportunity to show visual presentations
    D. Lack of clarity and wide geographical coverage (2 marks)

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28. Which of the following outlines the content of a fourth coming meeting?
    A. Minutes
    B. Memorandum
    C. Circular
    D. Agenda (2 marks)

29. Select the item that is regarded as the official record of the proceedings of a meeting.
    A. Reports
    B. Executive summary
    C. Minutes
    D. Reviews (2 marks)

30. Which of the following is the role of a rapporteur in a conference?
    A. To organise and plan for the conference
    B. To make announcements in a conference
    C. To provide guidance in a conference
    D. To prepare and present a precise summary of view points (2 marks)

31. What is the main purpose of business writing?
    A. Advise
    B. Acknowledge
    C. Record
    D. Regulate (2 marks)

32. Which of the following statement describe active listening?
    A. Paying attention but selective in understanding
    B. Lending an ear for the satisfaction of the speaker
    C. Hearing words and relating them meaningfully
    D. Listening without real obligation to understand the message (2 marks)

33. Select the aim of paraphrasing when engaging in oral communication.
    A. Verify the accuracy of the message
    B. Verify the accuracy of the listener's understanding
    C. Verify the understanding of the speaker
    D. Verify the accuracy of the topic (2 marks)

34. Choose the most unlikely way of listening to an angry customer
    A. Listen to please the customer
    B. Offer immediate solution to the problem
    C. Be assertive and explain the situation
    D. Calm the customer and explain the policy (2 marks)

35. Which statement below states an objective of business telephone conversations?
    A. Chat about personal issues
    B. To expose business weaknesses
    C. Conveying the message and creating a good image
    D. Boast about the growth of the business (2 marks)

36. Which of the following is **NOT** a function of middlemen in the distribution channel?
    A. Bringing bulk orders
    B. Transactional efficiency
    C. Specialisation
    D. Giving discounts (2 marks)

37. Choose the factor that is **NOT** considered when selecting the advertising media.
    A. Reach
    B. Brand
    C. Cost
    D. Frequency (2 marks)

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38. Which of the following statement explains the meaning of product diversification?
A. Technological development in the process of production
B. The idea of simplifying the production process of a product
C. The addition of a new product to the existing product or modification of existing products
D. Eliminating existing products (2 marks)

39. Choose the best meaning of intangibility of service.
A. It cannot be examined but it can be experienced
B. It can be separated from the provider offering the service
C. The supply cannot be matched with the demand
D. Quality of service depends on the person offering the service (2 marks)

40. Which statement describes strategic market planning?
A. Planning that is a short-term approach and concerns day to day marketing activities
B. Planning that considers individual components of the marketing mix
C. Planning that takes a long-term approach and broad marketing activities
D. Planning that takes an informal approach to marketing activities (2 marks)

41. Which of the following describes an executive meeting?
A. Meetings where participants are consulted
B. Meetings where decisions are made by those with authority
C. Meetings where annual reports are presented
D. Meetings where information on new policies is shared (2 marks)

42. Which of the following is not a component of a business report?
A. Recommendations
B. Introduction
C. Summary
D. Proposed solution (2 marks)

43. Which of the following is **NOT** an aspect of societal marketing concept?
A. Human welfare
B. Consumer satisfaction
C. Competitive advertising
D. Organisational profits (2 marks)

44. Monopoly is that situation of the market where _____.
A. there are large number of sellers of identical products
B. there are a few firms in the market for differentiated products
C. one firm sells products in a market which has a close substitute
D. one firm controls the supply of a commodity with no close substitute (2 marks)

45. Which of the following describes the **main aim** of brand labels?
A. To explain the various uses of a product
B. To describe the product quality features
C. To popularise the brand name of a product
D. To give emphasis to standards or grading (2 marks)

46. Identify the first step in new-product development process.
A. Idea screening
B. Concept development and testing
C. Idea generation
D. Market strategy development (2 marks)

47. Which of the following is **NOT** a geographical pricing strategy?
A. Uniform-delivered pricing
B. Zone pricing
C. Product bundle pricing
D. Basing points pricing (2 marks)

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48. Which of the following is **NOT** a marketing research process?
   A. Defining the problem
   B. Segmentation of the market
   C. Defining the research plan
   D. Reporting the findings (2 marks)

49. Which of the following statement give the **BEST** definition of a market segment?
   A. Dividing a market into distinct groups of buyers who require separate products
   B. Evaluating each market to assess its attractiveness and select the one to enter
   C. Differentiating the market offering to create superior customer value
   D. A group of consumers who respond in a similar way to marketing efforts (2 marks)

50. Which of the following statement gives the best description of consumer market?
   A. Individuals that buy goods and services in a differentiated market for consumption
   B. Individuals and households that buy goods and services for personal consumption
   C. Individuals and households that buy durable household goods for final consumption
   D. Individuals that buy goods and services from international markets for consumption (2 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 5 April 2022. Morning paper. **Time Allowed: 3 hours.**

This paper is made of a hundred (100) Multiple Choice Questions. Answer ALL the questions by indicating the letter (a, b, c or d) that represents the correct answer. Do NOT write anything on this paper.

1. Which of the following statements is **NOT** true about marketing?
   (a) Marketing aims at finding and sustaining customers by creating a competitive advantage.
   (b) Marketing is successful if it satisfies customers profitably.
   (c) Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual (customer) and organisational objectives.
   (d) Marketing is not governed by ethics. (1 mark)

2. In organisations, the people with needs or wants are also known as:
   (a) Customers.
   (b) Audiences.
   (c) Target groups.
   (d) Beneficiaries. (1 mark)

3. Obtaining a desired object from someone by offering something of value in return is also known as:
   (a) Exchange process.
   (b) Transaction.
   (c) Market distribution.
   (d) Monitoring and evaluation. (1 mark)

4. Marketing approaches made from customer's perspectives and not factory capabilities are also known as:
   (a) Consumer oriented.
   (b) Production concept oriented.
   (c) Sales oriented.
   (d) Profit oriented. (1 mark)

5. Which of the following statements **BEST** describes the marketing mix?
   (a) It is a set of controllable tactical marketing tools that the firm blends to produce customer centered solutions in the market.
   (b) There is hardly any difference between product and price.
   (c) The marketing program does not have to blend the marketing mix elements together.
   (d) There has been a trend to represent the marketing mix from a customer's views to the sellers view. (1 mark)

6. Hospitals, schools, churches and prisons comprise of:
   (a) Consumer markets.
   (b) Institutional markets.
   (c) Reseller markets.
   (d) Business to business markets. (1 mark)

7. Which is true about undifferentiated markets?
   (a) Businesses appeal to several markets and develop different messaging for each group.
   (b) They focus on mass market commodities.
   (c) Most customers in this segment use social media.
   (d) Related campaigns do in-depth research to understand different customer preferences. (1 mark)

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8. Which of the following statement is **NOT** true about market segmentation?
   (a) It involves identifying and classifying people into homogeneous groupings.
   (b) It involves determining which categories are viable target markets.
   (c) It enables increased efficiency by determining needed efforts in tandem with area characteristics.
   (d) There are two major segmentation strategies. (1 mark)

9. Which of the following is **NOT** a participant in the organisational buying process?
   (a) Influencer.
   (b) Gatekeeper.
   (c) Decider.
   (d) Seller. (1 mark)

10. Which of the following is a type of online research?
   (a) Focus group discussion.
   (b) Oral interviewing.
   (c) Moderated virtual surveys.
   (d) Face to face interviews. (1 mark)

11. The following are steps involved in marketing research **EXCEPT:**
   (a) Determining the scope of the research.
   (b) Creating research design.
   (c) Prospecting.
   (d) Sample selections. (1 mark)

12. Which of the following is **NOT** a research design approach?
   (a) Experimental.
   (b) Streamlined instant messaging.
   (c) Observational.
   (d) Survey. (1 mark)

13. _____ is the process of interpreting a message in the communication channel.
   (a) Feedback.
   (b) Encoding.
   (c) Encrypting.
   (d) Decoding. (1 mark)

14. Which of the following is an element of services marketing mix?
   (a) Place.
   (b) Promotion.
   (c) Process.
   (d) Packaging. (1 mark)

15. Which of the following is **NOT** a pricing objective?
   (a) To lead market share.
   (b) Return on investment.
   (c) To maximise profits.
   (d) To control product placement. (1 mark)

16. Which of the following is **NOT** a demographic segmentation criteria?
   (a) Gender.
   (b) Age.
   (c) Values.
   (d) Profession. (1 mark)

17. Which of the following is **TRUE** about product distribution?
   (a) Number of intermediaries indicates length of a channel.
   (b) A direct marketing channel has two intermediary levels.
   (c) An indirect marketing channel contains no intermediaries.
   (d) A greater number of levels means channel simplicity. (1 mark)

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18. Which of the following is a set of the product development process?
(a) Penetration.
(b) Screening.
(c) Diversification.
(d) Product extension. (1 mark)

19. Which of the following is a barrier of effective communication?
(a) Information overload.
(b) Eye contact.
(c) Right posture.
(d) Listening. (1 mark)

20. Which of the following is **NOT** involved in managing a meeting?
(a) Setting ground rules.
(b) Moderating participation.
(c) Managing conversations.
(d) Rioting. (1 mark)

21. The first step of the selling process involves:
(a) Presentation.
(b) Follow up.
(c) Prospecting.
(d) Closing. (1 mark)

22. The introduction section of a customer service charter comprises:
(a) Mission statement.
(b) Services rendered.
(c) Organisation contact.
(d) Service costs. (1 mark)

23. Which of the following is **NOT** negative consequence of conflicts?
(a) Fosters realisation of set goals.
(b) Can lead to distorted judgment.
(c) Can tamper with team cohesion.
(d) Can threaten relationships. (1 mark)

24. Which of the following is **TRUE** about sustainable marketing?
(a) It involves promoting environmental and social responsible products, practices and brand values.
(b) Related programs are short term.
(c) Not all aspects of the brand might support sustainability.
(d) The company does not prioritise reducing carbon emissions and waste recycle. (1 mark)

25. The following are characteristics of weak brands **EXCEPT:**
(a) Negative image.
(b) Influence purchase.
(c) Loss of market share.
(d) Inconsistency. (1 mark)

26. Kinesic communication is characterised by use of:
(a) Time.
(b) Touch.
(c) Body movements.
(d) Interpersonal communication. (1 mark)

27. Which of the following is **NOT** a function of a committee member in meetings?
(a) Reporting on tasks identified from previous meetings.
(b) Participation in membership.
(c) Attending meetings.
(d) Record apologies of absentee members. (1 mark)

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28. Which of the following is **NOT** a common communication problem in organisations?
(a) Cultural differences.
(b) Language barriers.
(c) Information overflow.
(d) Tolerating diversity. (1 mark)

29. Which of the following statements is **TRUE** about price skimming?
(a) It involves setting high prices when a product is introduced in the market gradually lowering the prices with competition surge.
(b) It involves undercutting competitors.
(c) It involves price discrimination.
(d) It involves economy pricing. (1 mark)

30. Marketing strategy that involves the company focusing on a **UNIQUE** and exclusive target market for all its initiatives is also known as:
(a) Undifferentiated marketing.
(b) Concentrated marketing.
(c) Niche marketing.
(d) Focused marketing. (1 mark)

31. Which of the following is the most **IMPORTANT** attribute of a salesman?
(a) Thorough knowledge of the product, company and customer.
(b) Resilience.
(c) Determination.
(d) Negotiation skills. (1 mark)

32. Which communication channel would **NOT** be ideal for a grassroots community campaign?
(a) Community radio.
(b) Barazas.
(c) Market day community engagements.
(d) Twitter feeds. (1 mark)

33. Which of the following is **NOT TRUE** about Grape Vine?
(a) It is a channel for instilling team work.
(b) It is an informal channel of communication in organisations.
(c) It is initiated by Heads of department.
(d) It is recognised as a communications channel. (1 mark)

34. Which of the following is **NOT** an ideal attribute of an online e-commerce website?
(a) Secure payment network.
(b) Aesthetically appealing.
(c) Strong call to action.
(d) Medium speed loading time. (1 mark)

35. Which of the following is a demerit of webinars?
(a) High drop out rates.
(b) Wide reach.
(c) Seamless recording.
(d) Convenience attendance. (1 mark)

36. Which of the following is **NOT** a disadvantage of face to face interviews?
(a) High personnel costs.
(b) High interview bias.
(c) Capturing verbal and nonverbal cues.
(d) Sample size limitation. (1 mark)

37. Which of the following is a benefit of market planning?
(a) Ensuring that programs are executed within stipulated budgets.
(b) Backstopping any uncertainties in execution of programs.
(c) Avoiding waste resources.
(d) All of the above. (1 mark)

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38. Which of the following is **NOT** a strategy for eliciting customer feedback on social media?
(a) Hold social media contests.
(b) Send direct messages requesting for feedback.
(c) Post link to a survey.
(d) Conduct face to face interviews. (1 mark)

39. What should **NOT** be done when dealing with difficult customers?
(a) Practice active listening.
(b) Empathise.
(c) Be defensive.
(d) Acknowledge fault if deserved. (1 mark)

40. Which of the following conclusive section is found in reports?
(a) Abstract.
(b) Recommendations.
(c) Executive summary.
(d) References. (1 mark)

41. The opening of a formal report accomplishes the following **EXCEPT:**
(a) Summarises the salient points of the report.
(b) Gives a logical conclusion.
(c) Introduces the report.
(d) Draws inferences from the report. (1 mark)

42. Which of the following statements is **NOT TRUE** about the communication process?
(a) Communication is successful if transmitted.
(b) Communication is cyclical.
(c) Feedback and noise are elements of the communication process.
(d) Communication begins with a source with a message targeted at the receiver. (1 mark)

43. The following are formal communication modes except:
(a) Letters.
(b) Memo.
(c) Circulars.
(d) Grapevine. (1 mark)

44. The touch element of nonverbal communication is also known as:
(a) Kinesics.
(b) Proxemics.
(c) Paralanguage.
(d) Haptics. (1 mark)

45. Which of the following is **NOT** a tactic for harnessing non verbal communication?
(a) Maintaining eye contact during communication.
(b) Fidgeting and yawning.
(c) Appropriate use of hand signals.
(d) Dressing informally. (1 mark)

46. Which of the following is **NOT** a promotion strategy in the marketing mix?
(a) Advertising.
(b) Public relations.
(c) Channel distribution.
(d) Personal selling. (1 mark)

47. Which of the following is a correct description of informal meetings?
(a) There are no minutes taken during the meeting.
(b) There is a set agenda sent to members before meeting begins.
(c) They involve presenting large scale operational issues.
(d) Annual shareholder meeting is an example of a formal meeting. (1 mark)

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48. Which of the following is **NOT** an example of marketing service agencies?
(a) Advertising agencies.
(b) Marketing consultancy firms.
(c) Consumers.
(d) Promotional agencies. (1 mark)

49. Which of the following are **NOT** internal publics?
(a) Employees.
(b) Board of Directors.
(c) Citizen action groups.
(d) Interns. (1 mark)

50. Which of the following is **NOT** a tangible product attribute?
(a) Quality.
(b) Price.
(c) Features.
(d) Design. (1 mark)

51. Which of the following is a **MAIN DISTINCTIVE** feature of a supermarket?
(a) Rapid turnover.
(b) Low price.
(c) Open display.
(d) Economies of scale. (1 mark)

52. Choose from the list below the statement that gives the **BEST** description of secondary data?
(a) Data gathered from secondary sources in a market environment.
(b) Information collected for a specific purpose from the market.
(c) Firsthand information gathered from the market environment.
(d) Information that already exists collected for other purposes. (1 mark)

53. Which of the following statements gives the **BEST** description of observational research?
(a) Observing the geographical markets within a marketing environment.
(b) Observing relevant people, actions and situations in the environment.
(c) Observing the marketing activities in a day-to-day market environment.
(d) Observing the markets and the relevant goods and services periodically. (1 mark)

54. From the list below, choose the statement that **DOES NOT** represent the objectives of advertising:
(a) To create desire for a product.
(b) To alter perceptions about a product.
(c) To improve customer service.
(d) To provide reassurances. (1 mark)

55. Which of the following statements **BEST** describes customer satisfaction?
(a) The extent to which a product's perceived performance matches a buyer's expectations.
(b) The extent to which a product's performance matches the buyer's price offered.
(c) The extent to which a product's performance matches the consumer's earned income.
(d) The extent to which a product's performance matches the consumer's emotional buying. (1 mark)

56. Which of the following is **NOT** an aspect of marketing process?
(a) Finding out customers.
(b) Assessing customer needs.
(c) Customer behaviour change.
(d) Placing goods with customers. (1 mark)

57. Which of the following statements **BEST** describes the definition of a product broadly?
(a) Anything that can be offered to a market for acquisition to satisfy a want or need.
(b) Anything tangible that can be offered to a market to satisfy a want or need.
(c) Anything that can be offered to a market in a differential form to satisfy a need.
(d) Anything that can be offered to a market after going through production process. (1 mark)

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58. Which of the following statements, **BEST** describes the term "product line"?
(a) A group of products produced by a manufacturing firm.
(b) A group of products that are used together in production.
(c) A group of products that are closely related in production.
(d) A group of closely related products under the same brand. (1 mark)

59. Which of the following statements, **BEST** describes the product life cycle concept?
(a) The channel through which a product follows over it's lifetime.
(b) The patch of growth and development of a product over it lifetime.
(c) The course of a product's sales and profits over it's lifetime.
(d) The direction and depth of a product over its lifetime. (1 mark)

60. Choose from the list below the statement that **DOES NOT** describe maturity in a typical product life cycle.
(a) Period when sales fall off and profits drop.
(b) Period of slowdown in sales growth.
(c) Period when profits level off or decline.
(d) Period of increased competition in the industry. (1 mark)

61. Which of the following statements defines customer value-based pricing?
(a) Using costs to set the price of a product.
(b) Using competitors pricing to set price of a product.
(c) Using the buyer's perception of value to set price.
(d) Using value added features to set the price. (1 mark)

62. Cost-based pricing involves setting prices based on:
(a) Right combination of quality and good service.
(b) Costs of producing, distributing and a fair rate of return.
(c) A standard mark-up to the cost of the product.
(d) Competitor's strategies, prices, costs and market offerings. (1 mark)

63. Which of the following is **NOT** a pricing objective?
(a) To achieve an expected profit.
(b) To increase the market share.
(c) To increase the share value.
(d) To survive competition. (1 mark)

64. A channel level might be described as:
(a) A set of intermediaries that performs some work in bringing the product to the final buyer.
(b) A value delivery network in specific industries.
(c) A set of intermediaries involved in the production of good and services.
(d) A set of markets engaged in the distribution network of manufactured goods. (1 mark)

65. Which of the following is a function of channel members in the distribution channel?
(a) Risk taking.
(b) Product pricing.
(c) Market segmentation.
(d) Product differentiation. (1 mark)

66. The use of words and numbers in written or spoken form is termed as:
(a) Active communication.
(b) Verbal communication.
(c) Non-verbal communication.
(d) Passive communication. (1 mark)

67. The first stage in the communication process is:
(a) Message.
(b) Sender.
(c) Encoding.
(d) Decoding. (1 mark)

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68. Oral channels of communication are considered appropriate when the sender:
(a) Needs a permanent record.
(b) Needs to address a widespread audience.
(c) Needs an immediate response.
(d) Needs to give detailed information. (1 mark)

69. Horizontal communication occurs mainly between:
(a) Employees and senior management.
(b) Management and supervisors.
(c) Employees of the same status.
(d) Employees working in different departments. (1 mark)

70. Which of the following is **NOT** an example of business written communication?
(a) Voice mail greeting.
(b) Annual reports.
(c) Procedure manual.
(d) Customer order. (1 mark)

71. Which of the statements below gives the **BEST** advantage of upward communication?
(a) Provides input for decision making.
(b) Provides feedback from employees.
(c) Provides instructions to employees.
(d) Provides advice to employees. (1 mark)

72. Which of the following is a format used when writing business letters?
(a) Electronic mails.
(b) Text massaging.
(c) Fully-blocked style.
(d) Sales letters method. (1 mark)

73. Which of the following statements describes an advantage of written communication?
(a) It creates a permanent record of communication.
(b) It saves on the cost of business operations.
(c) It requires no skill or competence in writing.
(d) The feedback is obtained easily. (1 mark)

74. Choose from the list below the aspect that is **NOT** considered as a rule for effective writing:
(a) Clarity.
(b) Convenience.
(c) Completeness.
(d) Courtesy. (1 mark)

75. Which of the statements below **BEST** explains the purpose of an annual business report?
(a) To provide recommendations.
(b) To provide ideas and opinions.
(c) To provide facts about business.
(d) To provide information. (1 mark)

76. Which of the following is **NOT** an item or a sub-title of a business report?
(a) A preface.
(b) Identity of the writer.
(c) Terms of reference.
(d) A summary. (1 mark)

77. Which of the following statements **BEST** describes the objective of a memo?
(a) To communicate internal matters of the organisation to outsiders.
(b) To communicate with other employees of the organsiation.
(c) To communicate the managers opinion in an organisation.
(d) To communicate to middle level managers in an organisation. (1 mark)

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78. Choose from the list below the aspect that is **NOT** a section in a memo:
(a) Introduction.
(b) Subject.
(c) Heading.
(d) Message/body. (1 mark)

79. The purpose of graphic communication is to:
(a) Show the channels of communication.
(b) Show and compare changes and relationships.
(c) Show the organisation culture and values.
(d) Show the flow of communication in a business. (1 mark)

80. Which of the following statements **DOES NOT** explain the benefit of visual presentation:
(a) Complex facts and figures are easily absorbed.
(b) Enables quicker understanding.
(c) Leads to lower retention rate.
(d) Stimulates the interest of audience. (1 mark)

81. Which of the statements below describes a flow chart?
(a) A board that shows the planning of activities in an organisation.
(b) A chart that shows the flow of communication in an organisation.
(c) A chart that shows the relationship between departments.
(d) A diagram showing the sequence of decisions or instructions in a process. (1 mark)

82. An accurate transcript of the main discussions and decisions made and is presented after the meeting is over is known as?
(a) Forum of discussion.
(b) Vote of thanks.
(c) Minutes of meeting.
(d) Agenda of meeting. (1 mark)

83. What is the name given to the person who takes minutes in a meeting?
(a) Chairman.
(b) Reporter.
(c) Secretary.
(d) Committee member. (1 mark)

84. Which statement describes an interview protocol?
(a) A list of questions prepared to get the information an interviewer needs from interviewee.
(b) A list of items prepared to be presented during an interview to the interviewee.
(c) A list of questions presented to the interview board for interviewees to answer.
(d) A list of questions given to the interviewer to make a summary and present. (1 mark)

85. Which of the following statements **BEST** describes open questions for an interview?
(a) Narrowly focused questions requiring the respondent to give brief answers.
(b) Lead in questions that introduce one of the major topics of the interview.
(c) Questions that guide respondents toward providing certain type of information.
(d) Broad-based questions that require interviewee to provide ideas, opinions or perspective. (1 mark)

86. Which of the following is **NOT** a characteristic of effective informative speaking?
(a) Intellectually stimulating.
(b) Relevant.
(c) Biased.
(d) Creative. (1 mark)

87. Which of the following statements gives the **BEST** meaning of understanding in communication?
(a) Decoding a message accurately to express the intended emotional meaning.
(b) Decoding a message and making some responses that reflect empathic response.
(c) Decoding a message accurately to reflect the meaning intended by the speaker/sender.
(d) Decoding a message in order to reflect the wishes of the speaker/sender. (1 mark)

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88. The following are barriers to effective listening **EXCEPT:**
(a) Pre-judgement.
(b) Selective listening.
(c) Establish eye contact.
(d) Selfishness. (1 mark)

89. The following are visual aids used when making a presentation **EXCEPT:**
(a) Projector.
(b) Flip charts.
(c) Video clips.
(d) Telephone. (1 mark)

90. Which of the following statements describes vertical communication?
(a) Communication that moves between individuals at different levels in an organisation, in an upward or downward direction.
(b) Communication that takes place between employees in different departments.
(c) Communication that takes place between employees of the same status.
(d) Communication that takes place through channels outside the normal lines. (1 mark)

91. Which of the following is the **MOST** preferred method of communication when time zones differ?
(a) Electronic mails.
(b) Telephone.
(c) Postal mails.
(d) Fax. (1 mark)

92. Which of the following is **NOT** a key feature of online meetings platform?
(a) Video conferencing.
(b) Streamlined instant messaging.
(c) Desktop sharing.
(d) Face to face engagements. (1 mark)

93. What constitutes an important part of communication casting?
(a) Talking as much as you can.
(b) Talking about others.
(c) Listening to others.
(d) Always knowing what to say next. (1 mark)

94. What do you call the act of putting a message received in your own words?
(a) Clarifying.
(b) Paraphrasing.
(c) Repeating.
(d) Probing. (1 mark)

95. Which of the following is a bad listening habit?
(a) Not interrupting the speaker.
(b) Listening to what one has to say before speaking.
(c) Nodding one's head to show that you are listening to what is being said.
(d) Jumping to conclusions. (1 mark)

96. In an organisation set-up, which of the following is **NOT** a type of communication?
(a) Horizontal communication.
(b) Curve communication.
(c) Downward communication.
(d) Upward communication. (1 mark)

97. What needs to be complete for there to be effective communication?
(a) The documentation.
(b) An agreement.
(c) Both the sending and receiving of the message.
(d) The person's sentence. (1 mark)

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98. What form of communication **DOES NOT** involve use of words?
(a) Gestures.
(b) Telepathy.
(c) Sign language.
(d) Non-verbal communication. (1 mark)

99. Which of the following statements **BEST** defines the term "verbal communication"?
(a) When someone is talking and someone else is listening.
(b) Talking to someone.
(c) When more than one person is talking.
(d) Nodding one's head to show that you are listening. (1 mark)

100. What is the term used to describe emotion in one's voice?
(a) Sarcasm.
(b) Tone.
(c) Verbal communication.
(d) Sentiment. (1 mark)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

THURSDAY: 16 December 2021. **Time Allowed: 3 hours.**

This paper has three sections. SECTION I has forty (40) multiple choice questions. SECTION II has twenty (20) short response questions. SECTION III has one (1) essay question. All questions are compulsory. Marks allocated to each question are shown at the end of the question.

SECTION I - 40 MARKS

1. Which of the following is a cause of biased listening?
   (a) Prejudices.
   (b) Semantic problems.
   (c) Arguments.
   (d) Noise. (1 mark)

2. The last stage of communication cycle is_____.
   (a) Decoding.
   (b) Reception.
   (c) Feedback.
   (d) Encoding. (1 mark)

3. Which of the following **BEST** describes the role of a marketing department?
   (a) Creating marketing jobs.
   (b) Developing a market for products.
   (c) Promoting the business and mission of a business.
   (d) Contributing to market efficiency. (1 mark)

4. Which of the following are examples of convenience goods?
   (a) Clothes and television.
   (b) Headphones and bread.
   (c) Mobile phones and coffee.
   (d) Sodas and bricks. (1 mark)

5. Lateral flow of communication occurs between _____.
   (a) Managers and customers.
   (b) Employees in the same department.
   (c) Employees in different organisations.
   (d) Employees and managers. (1 mark)

6. Which of the following is a purpose of a notice of a meeting?
   (a) To bring a meeting to order.
   (b) To help the chair control the meeting.
   (c) To inform the date of the meeting.
   (d) To inform what is to be resolved. (1 mark)

7. Which of the following is a variable of demographic segmentation?
   (a) Lifestyle.
   (b) Personality.
   (c) Values.
   (d) Sex. (1 mark)

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8. Which of the following statement is **NOT** true about customer feedback?
   (a) Helps to create the best customer experience.
   (b) Provides reliable source of information.
   (c) Helps to increase the cost of production.
   (d) Helps to improve customer retention. (1 mark)

9. Which of the following is a reduction in price on purchase during a stated period?
   (a) Sale.
   (b) Discount.
   (c) Allowance.
   (d) Offer. (1 mark)

10. Which of the following is a basic purpose of promotion?
   (a) To increase customer perceptions.
   (b) To increase customer preferences.
   (c) To create competition.
   (d) To create product differentiation. (1 mark)

11. Which of the following is a major skill required in customer service?
   (a) Transparency.
   (b) Problem solving.
   (c) Efficiency.
   (d) Proactive. (1 mark)

12. Which of the following statements about listening is correct?
   (a) Hearing and listening are synonymous.
   (b) Listening is a mental activity.
   (c) Listening is effortless.
   (d) Listening is a physical act. (1 mark)

13. Which of the following is a purpose of a marketing plan?
   (a) To provide the framework on which to build new relationships.
   (b) To guide on structuring and allocation of resources.
   (c) To provide structure on funding and supporting an organisation.
   (d) To reduce risks in an organisation. (1 mark)

14. Which is the **MOST** important task of an interviewer?
   (a) Listen carefully.
   (b) Formulate effective questions.
   (c) Make the interviewee comfortable.
   (d) Take notes. (1 mark)

15. Which of the following is **NOT** a reason for maintaining customer databases?
   (a) Identify the most loyal customers.
   (b) Sending gifts and discounts to loyal customers.
   (c) Selling goods on credit to loyal customers.
   (d) Sharing information about new products and special offers to loyal customers. (1 mark)

16. Which of the following is **NOT** a principle of effective communication?
   (a) Completeness.
   (b) Brevity.
   (c) Comprehension.
   (d) Wordy. (1 mark)

17. Which of the following is **NOT** a price adjustment strategy?
   (a) Segmented pricing.
   (b) Promotional pricing.
   (c) Geographical pricing.
   (d) Free samples. (1 mark)

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18. A label performs several functions for a product **EXCEPT**_____.
(a) Grading.
(b) Classifying.
(c) Describing.
(d) Promoting. (1 mark)

19. The first stage in analysing customer value is to _____.
(a) Identify customers value attributes.
(b) Assess attributes importance.
(c) Assess performance of organisation.
(d) Assess competitors performance. (1 mark)

20. Which statement below **BEST** explains when to use written means of communication?
(a) As a legal requirement.
(b) Message is brief.
(c) Need for a permanent record.
(d) No need for an immediate response. (1 mark)

21. Which of the following visual aid could **BEST** reinforce speech presentation?
(a) Illustrations.
(b) Flipchart.
(c) Graphs.
(d) Billboard. (1 mark)

22. Elements of fear in the mind of a person leads to _____ in communication.
(a) Closed mind.
(b) Lack of proper feedback.
(c) Negative attitude.
(d) Delayed response. (1 mark)

23. Which of the following is **NOT** a cause of failure of a new product?
(a) An underestimated market size.
(b) An incorrectly positioned product.
(c) Ineffective advertising.
(d) A poorly designed product. (1 mark)

24. The term marketing mix describes _____.
(a) Analysis of the 4Ps.
(b) A series of business decisions that help in selling.
(c) The relationship between marketing, strengths and weaknesses.
(d) A blending of strategic elements to satisfy specific target markets. (1 mark)

25. The following are strategies for developing an effective presentation **EXCEPT** _____.
(a) Determining the appropriate media.
(b) Tailoring the presentation to audience.
(c) The size of audience invited.
(d) Choosing appropriate visual aids. (1 mark)

26. Which of the following sentences **BEST** states the technique of capturing audience attention?
(a) A statement made to surprise.
(b) Asking rhetoric questions.
(c) Asking introduction to the audience.
(d) Looking direct to the screen. (1 mark)

27. Which is the **MAIN** barrier to listening?
(a) Physiological barrier.
(b) Physical barrier.
(c) Linguistic barrier.
(d) Cultural barrier. (1 mark)

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28. Good customer service involves _____.
(a) Listening and showing care to customers.
(b) Giving the customers what they ask for.
(c) Tell the customer what the answer might be.
(d) Refer the customer to your supervisor. (1 mark)

29. The following are patterns of communication **EXCEPT** _____.
(a) Diagonal.
(b) Non-verbal.
(c) Downward.
(d) External. (1 mark)

30. Which of the following is the **MOST** effective form of communication when a permanent record is needed?
(a) Verbal.
(b) Non-verbal.
(c) Audio/visual.
(d) Written. (1 mark)

31. A memorandum is considered a brief form of written communication for _____?
(a) Internal use.
(b) External use.
(c) Formal use.
(d) Legal use. (1 mark)

32. Which of the following is **NOT** an element of effective complaints management?
(a) Attractiveness.
(b) Customer service.
(c) Objective.
(d) Accessible. (1 mark)

33. _____ could create a strong customer relationship.
(a) Quality product.
(b) Price of the product.
(c) Customer satisfaction.
(d) Product promotion. (1 mark)

34. Marketing information collected from online databases is classified under _____.
(a) Primary sources.
(b) Secondary sources.
(c) Ethnographic sources.
(d) Technological sources. (1 mark)

35. Which of the following instances **BEST** explains how rumors spread fast?
(a) The rumors seem incredible.
(b) Setting boundaries for informal communication.
(c) Creating an open-door policy.
(d) The recipients being emotionally anxious. (1 mark)

36. Which of the following is the first step of the marketing research?
(a) Implementing the research plan.
(b) Develop the research plan.
(c) Define the research problem.
(d) Collecting the research data. (1 mark)

37. Which of the following is **NOT** a form of downward communication?
(a) Performance appraisals.
(b) Notices.
(c) Memorandum.
(d) Policies. (1 mark)

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38. _____ is **NOT** a type of marketing concept.
(a) The production concept.
(b) The supplier concept.
(c) The societal marketing concept.
(d) The selling concept. (1 mark)

39. Which of the following is an element of non-verbal communication?
(a) Rhythm.
(b) Pause.
(c) Posture.
(d) Language. (1 mark)

40. Which of the following statement **BEST** shows the importance of delivering quality customer service?
(a) Link customers and organisation.
(b) Encourage customers to ask questions.
(c) Stimulates customers feedback.
(d) Maintain an organisation positive image. (1 mark)

SECTION II - 40 MARKS

You are advised not to exceed forty words in answering questions number 41 to 60.

41. A receptionist should answer an incoming call within _____. (1 mark)

42. _____ is a narrow market for a defined customer group seeking a product or service within a segment. (1 mark)

43. _____ is a process of assigning distinct name to the product so as to differentiate it from others of similar nature. (1 mark)

44. The chain in which goods and services pass from producer to customer is known as _____. (1 mark)

45. Gestures and slides are examples of _____ communication. (1 mark)

46. A _____ is used to give information which is uniform to many employees in an organisation. (1 mark)

47. Communication barriers related to languages are known as _____. (1 mark)

48. A person whose duties include identification of the goods and services desired by customers is referred as _____. (1 mark)

49. The set of actions or strategies that an organisation uses to promote its brand or product in the market is known as _____. (1 mark)

50. _____ and _____ are key elements of external marketing environments. (2 marks)

51. List three roles of communication. (3 marks)

52. State three elements of a communication channel. (3 marks)

53. Enumerate four categories of consumer goods. (4 marks)

54. State three external factors that determine the price of a product. (3 marks)

55. List four methods of collecting primary data. (4 marks)

56. Outline three items that should be included in a notice of a meeting. (3 marks)

57. State three types of non-verbal cues. (3 marks)

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58. Highlight two disadvantages of grapevine communication. (2 marks)

59. _____ and _____ are the two major types of meetings. (2 marks)

60. Enumerate two skills of interviewing. (2 marks)

SECTION III - 20 MARKS

61. (a) Explain five reasons why organisations use social media to market products and services. (10 marks)

(b) Summarise five disadvantages of virtual meetings. (10 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 31 August 2021. **Time Allowed: 3 hours.**

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

(a) List the 4P's of marketing mix. (4 marks)

(b) Identify four categories of new products. (4 marks)

(c) Highlight four disadvantages of personal selling. (4 marks)

(d) Explain four uses of a marketing plan. (8 marks)

(Total: 20 marks)

QUESTION TWO

(a) Summarise six roles of marketing departments in business organisations. (12 marks)

(b) Explain four main benefits of digital marketing to an organisation. (8 marks)

(Total: 20 marks)

QUESTION THREE

(a) (i) Define a "target market". (2 marks)

(ii) Outline two reasons why target marketing is important to an organisation. (2 marks)

(b) (i) Define the term "market positioning". (2 marks)

(ii) Discuss three strategies which businesses could base their market positioning. (6 marks)

(c) Analyse four principles of digital marketing. (8 marks)

(Total: 20 marks)

QUESTION FOUR

(a) Highlight four differences between transactional marketing and relationship marketing. (8 marks)

(b) With reference to distribution channels, list six functions of a retailer. (6 marks)

(c) Explain three uses of a marketing information system. (6 marks)

(Total: 20 marks)

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SECTION II

QUESTION FIVE

(a) List five barriers to effective listening. (5 marks)

(b) Highlight five merits of oral communication in a business organisation. (5 marks)

(c) Explain five factors that an organisation might consider when choosing a channel of communication. (10 marks)

(Total: 20 marks)

QUESTION SIX

(a) Examine five objectives of public relations in an organisation. (10 marks)

(b) Explain five characteristics of informal meetings. (5 marks)

(c) Identify five benefits of written communication to an organisation. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Outline six roles of a chairman during a meeting. (6 marks)

(b) (i) Explain the term "intranet". (2 marks)

(ii) Discuss three main benefits of intranet to an organisation. (6 marks)

(c) Discuss three tips of how to handle a customer complaint. (6 marks)

(Total: 20 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 18 May 2021. **Time Allowed: 3 hours.**

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

(a) Define the following terms as used in marketing:

(i) Marketing. (2 marks)

(ii) Market offerings. (2 marks)

(iii) A market. (2 marks)

(iv) Marketing management. (2 marks)

(b) Highlight four major geographic segmentation variables for a consumer market. (4 marks)

(c) Summarise four roles played by a marketing sales team. (8 marks)

(Total: 20 marks)

QUESTION TWO

(a) Discuss four benefits of internet marketing. (8 marks)

(b) Explain three sources of marketing information required in making marketing decisions. (6 marks)

(c) Discuss three elements of promotion mix. (6 marks)

(Total: 20 marks)

QUESTION THREE

(a) With reference to marketing environment:

(i) Define the term "micro environment". (2 marks)

(ii) Outline five main actors in (a) (i) above. (5 marks)

(b) Analyse four situations in which advertisement campaign could fail to meet its objectives. (8 marks)

(c) Highlight five levels of a product. (5 marks)

(Total: 20 marks)

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QUESTION FOUR

(a) In the context of digital marketing channels:

(i) Define mobile marketing. (2 marks)

(ii) List three benefits of mobile marketing. (3 marks)

(b) Highlight five characteristics of a good marketing research. (5 marks)

(c) Explain the following types of marketing:

(i) Database marketing. (2 marks)

(ii) Internal marketing. (2 marks)

(d) Identify six benefits of a marketing plan. (6 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

(a) Explain three characteristics of effective listening. (6 marks)

(b) You have recently been hired as a public relations officer. Highlight six tasks that you will be required to perform. (6 marks)

(c) Explain four measures that a marketing department in an organisation could take to improve customer relations. (8 marks)

(Total: 20 marks)

QUESTION SIX

(a) List five reasons for holding a formal meeting in an organisation. (5 marks)

(b) Explain five differences between oral and written communication. (10 marks)

(c) Summarise five functions of business letters. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Describe six types of communication in an organisation. (12 marks)

(b) Suggest four ways in which e-mail has changed the way businesses operate. (4 marks)

(c) Explain four benefits of social media as a means of communication. (4 marks)

(Total: 20 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 24 November 2020. **Time Allowed: 3 hours.**

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

(a) Explain four major steps involved in the marketing process. (4 marks)

(b) (i) Define the term "price discrimination". (2 marks)

(ii) Highlight three main forms of price discrimination. (6 marks)

(c) Describe four main purposes of promotion in marketing. (8 marks)

(Total: 20 marks)

QUESTION TWO

(a) Define the following types of digital marketing:

(i) Internet marketing. (2 marks)

(ii) Email marketing. (2 marks)

(iii) Permission marketing. (2 marks)

(iv) Viral marketing. (2 marks)

(v) Mobile marketing. (2 marks)

(b) List six steps involved in the selling process. (6 marks)

(c) Explain the term "geographical segmentation" as used in marketing. (4 marks)

(Total: 20 marks)

QUESTION THREE

(a) Summarise four main characteristics of an effective market segment. (8 marks)

(b) Enumerate six marketing functions. (6 marks)

(c) Analyse three components of a marketing plan. (6 marks)

(Total: 20 marks)

QUESTION FOUR

(a) Define the term "brand loyalty" as used in marketing. (2 marks)

(b) Propose five benefits of branding to business organisations. (10 marks)

(c) Explain four goals of marketing intelligence in modern marketing. (8 marks)

(Total: 20 marks)

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SECTION II

QUESTION FIVE

(a) (i) Explain the term "non-verbal communication". (2 marks)

(ii) List three types of non-verbal communication. (3 marks)

(iii) Summarise five functions of non-verbal communication. (5 marks)

(b) State five benefits of teleconferencing. (5 marks)

(c) Highlight five purposes of an agenda in a meeting. (5 marks)

(Total: 20 marks)

QUESTION SIX

(a) Highlight eight key tasks found in public relations. (8 marks)

(b) (i) Outline two benefits of a service charter to an organisation. (4 marks)

(ii) Identify four barriers to effective business communication. (4 marks)

(c) Describe four tactics that could be used to capture audiences' attention in an oral presentation. (4 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Explain five purposes of horizontal communication in an accounting firm. (5 marks)

(b) Analyse five objectives of business reports. (10 marks)

(c) (i) Define the term "digital telephony". (2 marks)

(ii) List three benefits of voice over internet protocol (VOIP). (3 marks)

(Total: 20 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

WEDNESDAY: 27 November 2019. **Time Allowed: 3 hours.**

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

(a) Explain five benefits of using commission as a method of remunerating salesmen. (5 marks)

(b) Suggest five reasons why marketers brand their products. (5 marks)

(c) Discuss five benefits of mobile marketing. (10 marks)

(Total: 20 marks)

QUESTION TWO

(a) (i) Define the term "marketing planning". (2 marks)

(ii) Summarise five merits of marketing planning. (5 marks)

(b) Outline five benefits of market segmentation. (5 marks)

(c) Discuss four factors which a marketer could consider while selecting an advertising agency. (8 marks)

(Total: 20 marks)

QUESTION THREE

(a) Identify four factors that could contribute to new product development. (4 marks)

(b) Summarise four challenges of using social media marketing in a business. (8 marks)

(c) Describe four types of promotional pricing a company could use to increase the sales. (8 marks)

(Total: 20 marks)

QUESTION FOUR

(a) Outline five uses of marketing information. (5 marks)

(b) Explain the meaning of the following types of marketing:

(i) Relationship marketing. (2 marks)

(ii) Integrated marketing. (2 marks)

(c) Summarise six contributions of marketing to the society. (6 marks)

(d) Highlight five benefits that could accrue to an organisation from decentralising its sales management. (5 marks)

(Total: 20 marks)

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SECTION II

QUESTION FIVE

(a) Highlight three unethical practices associated with public relations professionals. (3 marks)

(b) Explain five disadvantages of using oral communication in an office. (5 marks)

(c) Summarise four benefits of e-mailing memos in an organisation. (4 marks)

(d) Discuss four reasons why it is important for an organisation to train employees on customer service. (8 marks)

(Total: 20 marks)

QUESTION SIX

(a) Outline five qualities of a good report. (5 marks)

(b) Highlight five roles of the Secretary before a meeting. (5 marks)

(c) (i) Define the term "public relations". (2 marks)

(ii) Discuss four methods that an organisation could use to build good public relations. (8 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Explain five advantages of grapevine communication in an organisation. (10 marks)

(b) (i) Define the term "teleconferencing". (2 marks)

(ii) Discuss four disadvantages of teleconferencing. (8 marks)

(Total: 20 marks)

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CAMS LEVEL II

PRINCIPLES OF MARKETING AND COMMUNICATION

TUESDAY: 21 May 2019. **Time Allowed: 3 hours.**

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

(a) Outline six barriers to effective marketing planning. (6 marks)

(b) List four benefits that a seller derives from direct marketing. (4 marks)

(c) Describe five functions performed by members of a marketing channel. (10 marks)

(Total: 20 marks)

QUESTION TWO

(a) Explain five factors considered by marketers while setting product prices. (10 marks)

(b) Describe five forms of direct marketing. (10 marks)

(Total: 20 marks)

QUESTION THREE

(a) Enumerate six functions performed by sales representatives. (6 marks)

(b) Highlight eight stages of new product development. (8 marks)

(c) Describe three requirements of effective market segmentation. (6 marks)

(Total: 20 marks)

QUESTION FOUR

(a) Identify six benefits that could accrue to a customer from online advertising by companies. (6 marks)

(b) Summarise four demographic trends that are of interest to marketers. (4 marks)

(c) Highlight six guidelines followed while writing emails to customers. (6 marks)

(d) Explain the following components of marketing:

(i) Controllable variables. (2 marks)

(ii) Non-controllable variables. (2 marks)

(Total: 20 marks)

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SECTION II

QUESTION FIVE

(a) Explain four speech delivery methods. (8 marks)

(b) Citing four reasons, outline the importance of interpersonal communication. (4 marks)

(c) Describe four types of behavioural patterns exhibited by speakers in an oral communication session. (8 marks)

(Total: 20 marks)

QUESTION SIX

(a) Analyse five characteristics of effective visual aids during a presentation. (10 marks)

(b) Summarise four benefits of video conferencing as a medium of communication. (4 marks)

(c) (i) Explain the term "customer satisfaction". (2 marks)

(ii) Summarise four benefits which could accrue to an organisation from loyal customers. (4 marks)

(Total: 20 marks)

QUESTION SEVEN

(a) Your chief executive officer has given you a directive to present a justification for establishment of a public relations department in your organisation.

In relation to the above statement, write a detailed response on the importance of public relations in an organisation. (8 marks)

(b) State four benefits of taking notes during a meeting. (4 marks)

(c) Summarise six benefits derived from effective formal communication in an enterprise. (6 marks)

(d) With reference to online business communication, define the term "virtual private network (VPN)". (2 marks)

(Total: 20 marks)

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