

MARKETING

EXAMINATION SCHEME

There will be two papers, Papers 1 and 2, both of which will constitute a composite paper to be taken at one sitting.

PAPER 1: will consist of forty multiple-choice objective questions which will cover the entire syllabus. Candidates are expected to answer all the questions in 50 minutes for 40 marks.

PAPER 2: will be a 2-hour paper consisting of six essay questions, out of which candidates will be expected to answer any four for 80 marks.

SAMPLE QUESTIONS

- 1 The performance of business activities that direct the flow of goods and services from producer to consumer is
 - A. distribution.
 - B. marketing.
 - C. advertising.
 - D. promotion.
- 2 Goods produced for immediate use by a household is classified as
 - A. industrial goods.
 - B. market goods.
 - C. durable goods.
 - D. consumer goods.
- 3 Which of the following is not a component of marketing mix?
 - A. Price
 - B. Product
 - C. Profit
 - D. Promotion
- 4 Which of the following is not influenced by consumer behavior?
 - A. Life style
 - B. Culture
 - C. Religion
 - D. Distribution

Explain the following:

- (a) Consumer market
- (b) Government

