



UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION
DEPARTMENT OF MANAGEMENT STUDIES EDUCATION
RESIT EXAMINATIONS – JANUARY 2021

PROGRAMMES	BSC ACCOUNTING EDUCATION (LEVEL 300)
COURSE TITLE	PRINCIPLES OF MARKETING (RESIT)
COURSE CODE	MKT 351
DURATION	2 HOURS
EXAMINER	KINGSLEY AGYAPONG/ ERIC ATO MACKIN
INSTRUCTIONS	Candidates are required to attempt THREE questions from the options given below

QUESTION 1

- a. What is the main difference between the two new product pricing strategies: market skimming pricing and market penetration pricing? (5 marks)
- b. Discuss circumstances in which each of these strategies become more appropriate for use (10 marks)
- c. Give one example one example of a company that applies market skimming and another example of a company that applies marketing penetration. Explain why they use these strategies for the product. (5 marks)

QUESTION 2

- a. In making a decision on the channels to use in the distribution of a product, there are a number of factors that a marketer can consider. List and explain four (4) of such factors. (9 marks)
- b. Companies must determine the number of channel members to use at each at each level in their marketing channels. Explain the three (3) strategies below
 - i. Intensive distribution
 - ii. Exclusive distribution
 - iii. Selective distribution(9 marks)

- c. List and explain two (2) functions of a marketing Channel. (2 marks)

QUESTION 3

Write short notes on the following

- a. Targeting
- b. Positioning
- c. Market Segmentation
- d. Branding

(20 Marks)

QUESTION 4

- a. With the aid of an appropriate diagram, briefly explain the concept of product lifecycle (10 marks)