1. Which one of the following terms describes all potential customers who have the ability and willingness to buy a product? (2 marks)

A. Consumers

B. Segment

C. Demand

D. Market

Answer: D

2. Which one of the following terms refers to an activity undertaken by an organisation to provide information on customer needs? (2 marks)

A. Advertising

B. Reporting

C. Research

D. Education

Answer: C

3. Which one of the following marketing concepts is appropriate for unsought goods? (2 marks)

A. Production

B. Societal

C. Selling

D. Marketing

Answer: C

4. Which one of the following is the correct order of steps through which marketing management has evolved? (2 marks)

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

Answer: B

5. Which one of the following concepts refers to a set of benefits a company promises to deliver to customers? (2 marks)

A. Customer satisfaction

B. Product quality

C. Differentiated product

D. Value proposition

Answer: D

6. Which one of the following terms explains price reduction based on participation in an advertising programme? (2 marks)

A. Pricing adjustment

B. Discount offering

C. Promotion allowance

D. Price skimming

Answer: C

7. Which one of the following terms is a variable of behavioral segmentation of a market? (2 marks)

A. Personality

B. Occupation

C. Brand loyalty

D. Religion

Answer: C

8. Undifferentiated marketing strategy may NOT be appropriate. (2 marks)

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

Answer: B

9. Which one of the following statements describes market targeting? (2 marks)

A. Selecting the marketing mix strategy to serve the mass market

B. Focusing all marketing mis decisions on a specific group of customers

C. Recognizing a latent need and coming up with affordable solutions

D. Concentrating the marketing effort to retention of customers

Answer: B

10. Which one of the following unethical strategies refers to reducing prices in order to drive a competitor out of business? (2 marks)

A. Price fixing

B. Deceptive pricing

C. Predatory pricing

D. Dumping pricing.

Answer: C

11. Which one of the following objectives does NOT describe the purpose of competitive advertising? (2 marks)

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.

Answer: B

12. Which one of the following objectives is the focus of an organisation that adapts product orientation in marketing management? (2 marks)

A. Increase profit through volume

B. Build profit through quality

C. Raise profit through quick turnover

D. Increase profit through customer loyalty.

Answer: B

13. Which one of the following statements describes sales promotion? (2 marks)

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.

Answer: B

14. Which one of the following statements explains how reduction in the price of a product could be interpreted by customers? (2 marks)

A. High market share

B. Lower quality

C. Improved value

D. Extended benefits.

Answer: B

14. Which one of the following is a characteristic of direct distribution channels? (2 marks)

A. Less distribution of products

B. Intermediaries not required

C. Low product promotion

D. Limits links with customer.

Answer: B

15. Which is the roles of retails in marketing is? (2 marks)

A. product designing

B. mass production

C. improving quality

D. Breaking Bulk

Answer: D

16. Which set of the following factors could be considered before using secondary data for marketing research? (2 marks)

A. Sequence of questions asked

B. Time and cost of data analysis

C. Consistency with other findings

D. Availability of respondents

Answer: D

17. Penetration pricing strategy could be included in a marketing plan where? (2 marks)

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

Answer: D

18. Which one of the following concepts is a financial objective of setting a specific price while preparing a marketing plan? (2 marks)

A. Generation of cash flow

B. Gaining market share

C. Gaining competitive advantage

D. Completing the marketing mix

Answer: A

19. Which one of the following marketing objectives is achieved through pricing? (2 marks)

A. Determining market demand

B. Estimating marketing costs

C. Analyzing the competitors

D. Penetrating new markets.

Answer: D

20. Which one of the following is a type of difficult customer? (2 marks)

A. Decisive

B. Demanding

C. Loyal

D. Irregular.

Answer: B

21. In the context of customer service, which one of the following could be a consequence of failure to deliver on promises made? (2 marks)

A. Failing to apologize to customers

B. Loss of credibility with customers.

C. Lack of quality customer service

D. Lack of accurate market information.

Answer: B

22. Which one of the following benefits accrues to an organization from providing excellent customer service? (2 marks)

A. Excellent products

B. Positive feedback

C. Enhanced convenience

D. Accurate information.

Answer: B

23. Which one of the following terms is a dimension of customer service quality? (2 marks)

A. Design

B. Variability

C. Reliability

D. Financing.

Answer: C

24. Which one of the following reasons explains why distributors should be empowered to handle customer complaints? (2 marks)

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.

Answer: B

25. Which one of the following terms completes the communication cycle? (2 marks)

A. Decoding

B. Encoding

C. Feedback

D. Sender.

Answer: C

26. Which one of the following statements defines encoding? (2 marks)

A. Translating thoughts into feelings

B. Translating symbols into an idea

C. Translating a message into feedback

D. Translating an idea into a message.

Answer: D

27. Which one is an advantage of written communication? (2 marks)

A. quick response

B. more interaction

C. enhance flexibility

D. allow referencing

Answer: D

28. Which one of the following communication barriers is CORRECTLY matched with its source? (2 marks)

A. Physical-emotional and relational problems

B. Organizational-transmitter and environment

C. Semantic-formulation and expression of messages

D. Psychological-rules, policies, status and structure.

Answer: C

29. Which one of the following is a benefit of grapevine communication? (2 marks)

A. Partial information communicated

B. Affects level of productivity

C. Emotional supportive value

D. Used in formal decision making.

Answer: C

30. Which one of the following terms describes a record of discussions and decisions read at the beginning of a formal meeting? (2 marks)

A. Forum of previous discussion

B. List of apologies submitted

C. Minutes of previous meeting

D. Agenda of previous meeting

Answer: C

Which one of the following terms refers to a document submitted with a job application expressing personal interest in a particular job position? (2 marks)

Personal resume

Offer letter

Cover letter

Summary note.

Answer: C

The form of communication between managers at different levels in an organisation is known as? (2 marks)

Horizontal

Lateral

Vertical

Diagonal

Answer: C

The role of a rapporteur in a conference is to? (2 marks)

organize and plan for the conference

make announcements in a conference

provide guidance in a conference

present a summary of discussion

Answer: D

Which one of the following terms explains an online presentation that allows groups to interact in real time? (2 marks)

Workshop

Symposium

Webinar

Multimedia

Answer: C

Which one of the following strategies is a way of overcoming customer feedback barriers? (2 marks)

Raise customers' expectations

Discourage customer complaints

Have service review procedure

Take customer views personally

Answer: C

Which one of the following set of non-verbal cues represents "kinesics" in communication? (2 marks)

Eye-contact, speed and appearance

Gestures, posture and facial expression

Touch, intonation and facial expression

Gestures, space and volume variation

Answer: B

Which one of the following reasons explains why filtering of information could occur in upward communication? (2 marks)

Ensure a level of management is not skipped

If the information is unpleasant to managers

If managers fail to give feedback to employees

Ensure that adequate information is conveyed

Answer: B

Which one of the following factors could enhance effective communication in an organization? (2 marks)

Working under deadlines

use of appropriate channels

Increase in productivity

Complexity of tasks

Answer: B

Which one of the following problems is associated with visual communication? (2 marks)

Difficult to present facts

Information it easily forgotten

Lack of control over information

Incomplete on their own.

Answer: D

In relation to advertising, audience desire to make a purchase could be aroused by? (2 marks)

composing a catchy headline

clearly mating the action required

use of bullets and sub-headings

stating the benefits of the products.

Answer: D

The purpose of promotion interviews is to? (2 marks)

An assess the personality of the employees

to determine training needs of employees

identify employees for higher responsibilities

correct unsatisfactory behavior of employees.

Answer: C

Which one of the following statements is a characteristic of minutes of a meeting? (2 marks)

Should be combined with the agenda as one document

Each item is numbered as a separate resolution point

Contains the list of topics to be discussed in a meeting

Should be distributed after considering matters arising

Answer: B

Which one of the following is a purpose of memorandum in an organisation? (2 marks)

To deliver personal information

To give feedback

Convey crucial information

Reveal the information

Answer: C

Which one of the following statements is a characteristic of email communication? (2 marks)

Files and graphics can be transmitted as attachments

Allows the sender to express emotions and feelings

All messages are read and responded to promptly

Recipient must be present to receive the message

Answer: A

Which one of the following reasons explains the need for speaker's tone variation during a presentation? (2 marks)

Enhance credibility

Prevent monotony

Strengthen volume

Enhance accent

Answer: B

Which one of the following is a challenge of excessive use of visual aids in presentation? (2 marks)

Replace oral messages

Increase number of slides

Could cause distractions

Capture audience attention

Answer: C

Which one of the following parts appears last in the main body of a report? (2 marks)

Recommendations

Findings

Abstract

Methodology.

Answer: A

Which one of the following challenges is associated with virtual meetings? (2 marks)

Cost of travel

Background noise

choice of venues

Lack of record (2

Answer: B

Which one of the following indicates the position of the date in relation to other parts of a business letter?

Below the salutation

Below inside address

Below reference line

D Below letter head (2 marks)

Answer: C