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UGANDA BUSINESS AND TECHNICAL EXAMINATIONS BOARD

Business and Humanities Certificate Examinations

MAY-JUNE SERIES

PROGRAMME

CERTIFICATE IN BUSINESS AND MANAGEMENT STUDIES

PAPER NAME

ELEMENTS OF MARKETING

PAPER CODE

CBMS222

YEAR II, SEMESTER II

2½ HOURS

THURSDAY, 3RD DECEMBER, 2020

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **two** sections **A** and **B**.
2. Section **A** is compulsory and carries **20** marks.
3. Section **B** consists of **six** questions. Answer only **four** questions from this section.
4. All questions carry equal marks.
5. All answers to each question should begin on the fresh page.
6. **Do not** write on the question paper.
7. All answers and rough work should be done in the official answer booklet provided.
8. Read other instructions on the answer booklet.

SECTION A-(20 MARKS)

Answer all questions in this section

QUESTION ONE

- (a) Define the term **marketing**. (02 marks)
- (b) State **two** philosophies under which marketing concept is centered. (02 marks)
- (c) Explain the term **production concept**. (02 marks)
- (d) Outline **two** features of the product concept. (02 marks)
- (e) Identify **two** considerations underlying the societal marketing concept. (02 marks)
- (f) Define **product branding** as used in marketing. (02 marks)
- (g) Identify **two** categorization of products. (02 marks)
- (h) State **two** elements of the service marketing mix. (02 marks)
- (i) Define the term **electronic marketing**. (02 marks)
- (j) State **two** roles of electronics marketing. (02 marks)

SECTION B - (80 MARKS)

Answer only four questions from this section

Question Two

Business organizations today are improving on their marketing strategies where the society's wellbeing is paramount. In order to achieve this, they are using societal marketing concept to satisfy customers as well as improving their market shares. Using your knowledge of marketing;

- (a) Discuss **five** ways in which companies can practically use this concept to satisfy their customers. (10 marks)
- (b) Explain **five** advantages that business organizations gain from the above marketing concept. (10 marks)

Question Three

- (a) Discuss **five** advantages branding to companies. (10 marks)
- (b) Identify **five** challenges faced by companies in branding their products. (10 marks)

Question Four

- (a) Describe **four** factors that companies should consider when selecting a suitable packaging for their products. (08 marks)
- (b) Explain **six** importance of packaging to both the buyer and the seller. (12 marks)

Question Five

KSK group of companies has hired you to help improve their declining product market. You feel that the only way to deal with this challenge is to use the product philosophy.

- (a) Explain **four** pillars in the above philosophy that you are going to focus on to improve the above product. (08 marks)
- (b) Identify **four** other philosophies that you can use in marketing. (12 marks)

Question Six

BMK Consultancy services has employed you as their Assistant Sales Manager and you have been assigned to design a suitable extended marketing mix for their business.

- (a) Explain the **three** elements in the above mix. (06 marks)
- (b) Discuss **five** characteristics of service marketing. (10 marks)
- (c) State **four** elements of the traditional marketing mix that are important in designing the marketing strategy in the above company. (04 marks)

Question Seven

Biva Uganda wants to start electronic marketing of various products at affordable prices so as to extend services to a range of customers as well as expand their horizon.

- (a) Discuss **five** benefits that the company will gain from the use of the above marketing concept. (10 marks)
- (b) Explain **five** electronic gadgets used in electronic marketing. (10 marks)

END