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