

## 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

