

MARKETING

Section I : Attempt all the 13 questions. 55marks

01. Explain the following sources of commerce law. **8marks**
a) Doctrine b) Legislation c) Customs d) Decided cases
02. a) What do you understand by the term goods? Give at least 3 examples of goods. **5marks**
b) Define public goods and private goods. **4marks**
03. What do we mean by "Target Market"? How can it be separated from the market? **5marks**
04. Give 3 essential objectives of marketing. **3marks**
05. Outline the benefits of target marketing. **3marks**
06. With the help of a distinctive table, highlight the difference between Domestic and International marketing. **5marks**
07. Explain clearly the importance of SWOT Analysis for a company. **4marks**
08. Differentiate Macro from Micro environment in marketing. **6marks**
09. What do we mean by latent demand? **2marks**
10. What do you understand by bankrupt person? **2marks**
11. What do you think about feedback in communication system? **2marks**
12. Briefly, explain how mass media is an important tool of communication to inform the customers about a product or Service. **3marks**
13. State the characteristics of service. **3marks**

Section II : Choose and Answer any Three (3) questions 30marks

14. Define Commercial Law and identify the major factors that highlight its necessity in Rwandan Business community. **10marks**
15. a) Define a contract. **4marks**
b) What are the key elements of a contract law? **6marks**
16. Explain clearly the Marketing Mix. **10marks**
17. Draw and explain clearly the stages of product life cycle. **10marks**
18. Market segmentation enables target market. Discuss with clear examples. **10marks**

Section III : Choose and Answer any one (1) question 15marks

19. With the help of a table, highlight the difference between "Sales and Agreement of Sale". **15marks**
20. Suppose you are a seller in Kigali city and you are facing a great number of customers of different needs. What could you do in order to handle that issue? **15marks**
21. "The customer is not dependent on us, we are dependent on him". Discuss. **15marks**

Country

Telephone