

# MARKETING

2014

## SECTION I. FOURTEEN (14) COMPULSORY QUESTIONS.

- ✓ 01. Why do you think that studying marketing will help you as future entrepreneur? **2marks**
02. Differentiate product from services with clear examples. **3marks**
03. Explain what you understand by the expression "conversion marketing" **3marks**
04. State and explain clearly the marketing mix applied in Hospitality, tourism companies and other companies offering product and service. **5marks**
05. What do you understand by cooperative enterprises? **4marks**
06. Briefly give the difference between sole proprietorship and partnership businesses. **5marks**
07. a) What do you understand by "negative demand"? **2marks**  
b) Suggest four (4) other characteristics of demand. **6marks**
08. By using the marketing, give three (3) ways on how you can increase the value of a product or service to the customer. **3marks**
09. State and explain briefly the types of business organization. **4marks**
10. By using clear examples, briefly discuss about the intangibility and perishability as characteristics of hospitality and tourism product or service. **4marks**
11. Give advantages of registering a trading activity or a company. **3marks**
12. As a marketer, what can you do when the product start reflecting a Declining Demand? **3marks**
13. State and explain the four (4) marketing channels. **4marks**
- ✓ 14. What is the difference between marketing and Sales? **4marks**

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**SECTION II. ATTEMPT ANY THREE (3) QUESTIONS**

Give any five (5) advantages and disadvantages for entering international market. **10marks**

In portraying a good image for a country, it is also necessary to fight against certain negative stereotypes. Suggest the measures that may be taken to do that. **10marks**

Discuss five (5) steps of buying decision process. **10marks**

With the aid of a diagram, describe the product life cycle and explain the various market strategies for each stage. **10marks**

In order to respect the agreement of employment contract, discuss at least five (5) obligations of employers and employees respectively. **10marks**

**SECTION III. ATTEMPT ANY ONE (1) QUESTION.**

Promotion is an important component of communication product value to consumers. Discuss five promotional mix tools and give valid examples of each. **15marks**

a) Mention five (5) of the essential elements of acceptance in a contract. **5marks**

b) Discuss the difference between 'Sales and Agreement' of Sale. **10marks**

A new company undertaking tourism activities is interested to start its business in Rwanda, and it hires you as an expert marketer. What techniques will you use to find out the tourism opportunity where the company can undertake its business and succeed? **15marks**