ADVANCED LEVEL NATIONAL EXAMINATIONS, 2017,
TECHNICAL AND PROFESSIONAL STUDIES

EXAM TITLE: MARKETING AND COMMERCIAL LAW

OPTIONS: Hotel Operations (HOT);
          Tourism (TOR),

DURATION: 3 hours

INSTRUCTIONS:

The paper is composed of three (3) main Sections as follows:

Section I: Fourteen (14) compulsory questions. 55 marks
Section II: Attempt any three (3) out of five questions. 30 marks
Section III: Attempt any one (1) out of three questions. 15 marks

Note:

Every candidate is required to carefully comply with the above instructions. Penalty measures will be applied on their strict consideration.
Section I. Fourteen (14) Compulsory questions 55 marks

01. Distinguish the following statements, indicating the correct from the false ones. 5 marks

- Place doesn’t refer to distribution and stands for various activities the company undertakes to make the product easily available and accessible to target customers. F
- Product stands for the firm’s tangible offer to the market including the product quality, design, variety features, branding, packaging, services, and warranties. T
- Promotion stands for the various activities the company undertakes to communicate its products’ merits and to persuade target customers to buy them. T
- Price doesn’t include deciding on wholesale and retail prices, discounts, allowances, and credit terms. F
- Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others. T

02. Briefly explain four tools of promotion. 4 marks

03. Categorize the companies as per the Law governing companies in Rwanda. 4 marks

04. Explain the concepts below:
   a) Sole proprietorship
   b) Property 3 marks

05. What are the characteristics of a private company? 3 marks

06. What are the essential requirements any company must have so as to be registered by Rwanda Development Board? 5 marks

07. Explain the five main steps of the communication cycle. 5 marks
08. Effective communication promotes a spirit of understanding and cooperation in a company. Explain. 4 marks

09. What is the importance of market research? 3 marks

10. Enumerate four reasons why the laws are very important in business operations. 4 marks

11. What are the conditions for exchange? 5 marks

12. Assume that you are hired as a marketing manager by Kigali Convention Center. What must you know in order to design a winning marketing strategy? 3 marks

13. Indicate the difference between product and service. 2 marks

14. What is a contract? Define the four elements of an enforceable contract. 5 marks

Section II. Choose and Answer any three (3) questions 30 marks

15. Marketing starts with the customers and ends with customers. Explain. 10 marks

16. What are the requirements for effective and result-oriented market segmentation? Explain their main purpose? 10 marks

17. Enumerate the stages of a product life cycle by highlighting their particular characteristics. 10 marks

18. Discuss the benefits of segmentation by giving concrete examples. 10 marks

19. When do we say that a company is related to another company? 10 marks
Section III. Choose and Answer any one (1) question 15 marks

20. Explain the following types of market segmentation, including concise examples on each type. 15 marks
   a) Geographic Segmentation
   b) Distribution Segmentation
   c) Price Segmentation
   d) Occasion-Based Segmentation
   e) Psychographic or Lifestyle Segmentation

21. Assume that you are the Marketer of a company. What are the five patterns that you can consider so as to select a market segments worth entering? Explain in detail. 15 marks

22. Describe the five threats that a company might face? 15 marks