



**CENTRAL
UNIVERSITY**
FAITH • INTEGRITY • EXCELLENCE

X

RESIT EXAMINATION

**CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
RESIT EXAMINATIONS, MAY -2021
FUNDAMENTALS OF MARKETING CBFW 104
DURATION: 2 HOURS**

STUDENT ID No.....

INSTRUCTIONS

Answer 4 Questions in All

**After the examination, insert your question paper into your answer
booklet and handover the booklet to the invigilator(s).**

QUESTION 1

Briefly explain each of the following marketing terms with relevant examples:

- A. Production orientation
- B. Product orientation
- C. Sales orientation
- D. Market skimming pricing objective
- E. Market segmentation

(25 Marks)

QUESTION 2

Organizations depend on market intermediaries to serve millions of consumers around the globe. As a Marketing Officer for Vine Foods, a leading local firm into distribution of FMCG products, discuss any **five** critical functions of market intermediaries to the success of your firm. Support your discussion with relevant examples to aid understanding **(25 marks)**

QUESTION 3

Marketing activities and functions are largely influenced by critical environmental factors and forces. Playing the role of Marketing Executive of Citi FM a local radio station, discuss with relevant example any **five** macro environmental forces that can affect successful operation of your firm and to what can these forces influence marketing activities of the your firm. **(25 marks)**

QUESTION 4

The main function of marketing communication is to ensure that critical information get to customers and consumers as desired. As the Marketing Communication Executive of Astek a local agro processing firm in the Eastern Region of Ghana, you have been tasked by management to make a short presentation on the topic: *"The Objective of Marketing Communications"*. Briefly discuss how any **five** marketing communication objective can impact the firm's performance. Support your discussion with relevant examples. **(25 marks)**

QUESTION 5

Market segmentation is strategic marketing concept used by marketers to remain ever competitive in the market.

- (a) Briefly explain the term "Market segmentation" **(5 marks)**
- (b) Discuss any 4 modes of segmenting the consumer market for high firm performance **(20 marks)**