

# CENTRAL UNIVERSITY



**2020 / 2021 Academic Year**

**Second Semester Examination,**

***Level 100 End of Semester Exams***

**15<sup>th</sup> September, 2021**

Central Business School

Department of Marketing

Fundamentals of Marketing

Course Code: CBFW 104

Miotso & Mataheko; Morning, Afternoon & Weekend

Time Duration: **Two (2) Hours**

Examiner: Robert K. Dzogbenuku

## INSTRUCTIONS

**Answer Question One ANY TWO other Questions Only**

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**BY THE INVIGILATOR**

### Question 1

Briefly explain each of the following marketing management philosophies under which firms design and carry out their marketing strategies.

- a. Production philosophy
- b. Product philosophy
- c. Sales philosophy
- d. Marketing philosophy
- e. Societal marketing philosophy

### Question 2

Services are intangible products used by organizations to serve millions of consumers globally. As a Marketing Officer of the state's One District One Factor Secretariat, management has tasked you to train young entrepreneurs on four major characteristics of services. Support your discussion with relevant examples to aid understanding (20marks)

### Question 3

Business activities and functions of marketing is to a large extent are influenced by some macro environmental factors and forces. As a marketing executive of a firm of your choice, discuss any five macro forces that affect smooth operations of small business in Ghana and how entrepreneurs could manage each of these forces for firm survival and growth (20marks)

### Question 4

The marketing communication function of organizations ensure that product information reach customers and consumers as desired. As the Marketing Executive of Ayalolo Bus Limited a leading urban transport firm in Accra, management as tasked you to make a short presentation to a group of non-marketing staff on the topic: "*Public Relations Strategies and firm success*". Briefly discuss any five PR strategies that Ayalolo could consider to enhance effective communication between its publics. Support your discussion with relevant examples.

### Question 5

Write notes on the following supported by relevant examples:

- a. Internal marketing (4marks)
- b. Brand equity (4marks)
- c. Brand positioning (4marks)
- d. Market segmentation (4marks)
- e. Interactive marketing (4marks)