



Part C - Essay Questions

Answer any two (02) questions.

Marks allocation: 50 Marks

01. In developing a customer driven marketing strategy, marketing mix is used as the tool of the firm in order to influence the buyer's response and thereby to make a total marketing offer.

You are required to:

- i) Explain what do you mean by a total marketing offer? (05 marks)
- ii) Analyze the components of a "product" with adequate examples. (08 marks)
- iii) Discuss the steps in designing a customer driven marketing strategy. (12 marks)

(Total – 25 Marks)

02. Marketing practices are criticized stating that certain practices hurt the individual customers, society as a whole and other firms in the industry. Hence, contemporary business organizations have started various initiatives towards socially responsible marketing practices.

You are required to:

- i) Briefly explain the concept of "Societal marketing". (10 marks)
- ii) Explain how the unethical marketing practices would impact on individual customers, society as a whole and other firms in the industry. (15 marks)

(Total – 25 Marks)

03.

- i) Explain how changes in the demographic and economic environments affect marketing decisions of an organization. (10 marks)
- ii) Explain the importance of marketing information to the company and its understanding of the market place. (15 marks)

(Total – 25 Marks)

04.

- i) Identify the elements of marketing environment. (10 marks)
- ii) Explain how the elements of marketing environment impact on the business activities of a firm. (15 marks)

(Total – 25 Marks)