

SPECIALTY: MARKETING-TRADE-SALE (MTS)

PAPER: CASE STUDY

DURATION: 6 HOURS

CREDITS : 14

GENERAL INSTRUCTIONS

You are required to answer all FOUR Compulsory questions for Section A and FOUR structural questions for Section B

FORMAT & TYPOLOGY

The Question Paper shall be structured on 100 marks from Two Sections A and B. Section A shall comprise Four compulsory question for Analysis or Synthesis marked on Forty i.e. 10 marks each, while Section B shall comprise Four Application / Structural questions marked on Sixty, i.e. 15 marks each.

These questions shall follow the format below:

FORMAT	TYPOLOGY				AREAS TO COVER	Objectives to be Tested
	Nature of Questions	Number of questions	Weight in the Paper	Marks allocation in the Paper		
Section A	- Analytical from given Case - Synthesis from given Case - Critical thought from Case	04	40%	10 Marks per Question	All areas covered by the given Cases on the program on all courses thought	Analytical skills Critical skills knowledge
Section B	- Application / Structural	04	60%	15 Marks per Question	All areas covered by given Case	Application skills
					with general knowledge on all professional courses and fundamental	Understanding & Interpretation

PAPER: CASE STUDY

Presentation of Structure of paper

After the deliberations, the following points were decided:

- ☐ ☐ Case study is a written paper as it involves more of analysis and application
- ☐ ☐ It will have two parts; section A and section B. However, it will have just one case (which could be fictitious, real or modified) that may be locally based or foreign, with emphasis on local cases. Section A will have questions of Analysis and or synthesis and section B will have 'in case' questions of Application nature.
- ☐ ☐ ☐ hours
- ☐ ☐ The total marks are 100. Section A has 40 marks (4 questions of Analysis or Synthesis for 10 marks each), section B will have 60 marks (4 compulsory questions for 15 marks each). The teacher has the discretion to set questions with multiple parts in Section B; however each question must have only 15 marks.
- ☐ ☐ It is a coefficient 5 paper
- ☐ ☐ Course title: Case Study in Marketing
- ☐ ☐ The student will be evaluated on the basis of analysis and application

PAPER : MARKETING MANAGEMENT AND SALES POLICY

DURATION: 3 HOURS

VALUE: SIX (6):

GENERAL INSTRUCTIONS

Answer all six questions

OBJECTIVE(S) OF THE PAPER: To assess candidate's knowledge on sales techniques, sales force management, and sales policy

NATURE OF THE EXAM: WRITTEN

FORMAT OF THE EXAM: The exams shall be in three (3) sections i.e. section a: sales techniques, section b: sales force management, section c: sales policy. The paper shall comprise of six (6) compulsory questions of 10 marks each, with two (2) from each section

EXAM PAPER	OPTION	Different sections of the paper	Duration per section	Marks Allocated	Percentage
		SECTION A:	1 HR	20 MARKS	33.33 %

Marketing Management and sales policy		SALES TECHNIQUES : Candidates will be assessed on: ☐ The characteristics of a sales person ☐ The knowledge of the product ☐ The knowledge of the customers ☐ Prospecting (methods, characteristics) ☐ Pre approach and Approach stage ☐ Sales augments/product presentation ☐ Over Coming objections (types, techniques) ☐ Closing the sales (Essentials of closing sales, detecting buying signals, techniques of closing sales) ☐ Aftersales			
	Marketing – Trade – sales	SECTION B:	1HR	20 MARKS	33.33 %

		SALES FORCE MANAGEMENT: Candidates will be assessed on: ☐ The concept of sales force (The qualities of the sales person, sales position, objectives of sales force, etc.) ☐ The determination of the size of the sales force and recruitment ☐ Organization of the sales of force ☐ The motivation and remuneration of sales force ☐ The evaluation and control of sales force ☐ Merchandising			
		SECTION C:	1 HR	20 MARKS	33.33 %
		SALES POLICY: Candidates will be assessed on:			
		☐ Commercial negotiation (stages in the negotiation process, sales argument, preparation of a sales argument, initial contact and welcoming of customers, product presentation and objection handling. Follow up and after sales services c). ☐ Marketing plan (Components and success factors)			
TOTAL			3HRS	60 MARKS	100%

PAPER: PRACTICE OF MARKETING

DURATION: 5 HOURS

GENERAL INSTRUCTIONS

You are required to answer all SIX structural questions for Section A and FOUR Compulsory questions for Section B. All questions carries 10marks each.

FORMAT

The Question Paper shall be structured on 100 marks from Two Sections A and B. Section A shall comprise six Structural question for examination on sixty i.e. 10 marks each, while Section B shall comprise Four Application questions marked on fourty, i.e. 10 marks each from every sub question These questions shall be contain in the format below:

Sector: Tertiary

Exam Paper: Practice of Marketing

Field: Business and Finance

Specialty: Marketing – Trade - Sale

Option: Marketing – Trade - Sale

Credit Value: 10

Objective of Paper: To test the knowledge, understanding and of marketing concepts and the practical application of marketing tools. Nature of Exam: Practical FORMAT:

Exam paper	Code /Option	Different sections of the paper/ Contents	Duration per section	Marks allocated	Percentage
Practice of Marketing	MTS 16	<u>SECTION A</u> <u>Marketing Environment</u> Two questions each must be tested from the following topics: - Fundamentals of marketing (introduction of marketing, -market analysis, consumer behavior, segmentation, targeting and	1hour	20marks 10,10 marks	20%

		positioning, product portfolio analysis introduction to marketing mix) - International Marketing (Concept and scope of international marketing, international marketing management, strategies and processes of going international, organization of international marketing, selection and study of for foreign markets) Operational and Relationship marketing (Differences between strategic and operational marketing; focus of operational marketing, process, characteristics and functions, designing of micro cases in the area of food, nonfood and services. Internal relationship marketing techniques, customer loyalty, external relationship tools, retention techniques, design micro cases and present	1hour	For each question 20mks 10,10 marks For each question	20%
		Operational and Relationship marketing (Differences between strategic and operational marketing; focus of operational marketing, process, characteristics and functions, designing of micro cases in the area of food, nonfood and services. Internal relationship marketing techniques, customer loyalty, external relationship tools, retention techniques, design micro cases and present	1hour	20marks 10,10 marks For each question	20%
		SECTION B Marketing Tools Two questions must be tested on any two of the following topics: - Marketing research (Market Research, focus, collection tool and quantitative market research; Market Survey , focus, collection tool, process, types. Case study provide result and advice for both - Commercial management (commercial function, types of commerce, purchase documents, stock management, supply management ,implementation of sales point, sales forecast, cash budget, profitability analysis)	1hour	20marks 10,10 marks For each question	20%
			1hour	20marks 10,10 marks For each question	20%
TOTAL MARKS				100marks	100%

Contents of the different section of paper include

PAPER: ANALYTICAL ACCOUNTING AND STRATEGY

Duration: 3 HOURS

Credit Value: 6

GENERAL INSTRUCTIONS

You are required to answer all questions

FORMAT

The Question Paper shall be structured on 60 marks from THREE Sections A B and C with the first section base on analytical accounting principles, section B on competitive intelligence and section C, the application of marketing strategies in company setting. Questions shall be contain in the format below

Objective of Paper: To test the knowledge, understanding and application of analytical accounting and applications marketing strategy in company setting

Nature of Exam: Written

Format:

Exam paper	Option	Different sections of the paper		Marks	Percentage
Analytical Accounting and Strategy	MTS	<u>SECTION A</u> <u>Analytical accounting and budgetary management</u> At least One question must be tested from each of the following topics: - General ledger, analysis of expenses and full costs	45minutes	10marks	16.67%

		- Stock valuation (FIFO, Weighted Average after each entry) - Types of budgets (Sales budget, Cash flow budget) - Break-even analysis - Primary repartition table <u>SECTION B</u> <u>Competitive intelligence</u> Two questions must be tested on any two of the following topics: - Competitive Intelligence Process - Market Forces Analysis (Porter's Five Forces of Competitive Position Analysis) - Competitive advantage (deployment)	45minutes	10marks	16.67%
		<u>SECTION C</u> <u>Marketing mix</u> Four questions must be tested with one from each of the following topics: - Product policy: product life cycle, classification of products, products attributes (labelling, packaging, branding) - Pricing policy: pricing objectives, factors influencing pricing decisions, methods in setting prices, pricing strategies - Distribution policy: functions of distribution, distribution strategies, factors to consider before selecting a channel of distribution - Marketing communication policy: advertising, sales promotion, personal selling, public relations, direct marketing	1h30mins	40marks	66.67%
TOTAL MARKS				60marks	100%