

# KASNEB

## CCP PART II SECTION 3

### MARKETING AND PUBLIC RELATIONS

THURSDAY: 26 May 2016.

Time Allowed: 3 hours.

Answer any TWO questions in SECTION I and any THREE questions in SECTION II. ALL questions carry equal marks.

#### SECTION I

##### QUESTION ONE

- (a) Distinguish between the "marketing concept" and the "selling concept". (4 marks)
- (b) (i) With the aid of a well labelled diagram, illustrate the stages in the product life cycle. (4 marks)
- (ii) Summarise the characteristics of each stage identified in (b) (i) above. (12 marks)
- (Total: 20 marks)**

##### QUESTION TWO

- (a) Analyse the six major marketing forces in the company's macro environment. (12 marks)
- (b) The Boston Consulting Group (BCG) approach classifies the strategic business units according to the growth-share matrix.
- In relation to the above statement, discuss the four types of strategic business units in the BCG growth-share matrix. (8 marks)
- (Total: 20 marks)**

##### QUESTION THREE

- (a) With the use of suitable examples, illustrate the three types of distribution channels strategies used by manufacturers. (6 marks)
- (b) Discuss the use of a company's database while making decisions relating to:
- (i) Product. (2 marks)
- (ii) Pricing. (2 marks)
- (iii) Distribution. (2 marks)
- (iv) Promotion. (2 marks)
- (c) Describe six stages of the consumer buying process. (6 marks)
- (Total: 20 marks)**

#### SECTION II

##### QUESTION FOUR

- (a) Summarise five uses of photographs in public relations. (5 marks)
- (b) Highlight the role of a public relations specialist in the budgetary process. (5 marks)
- (c) Describe four specialist tasks of a public relations manager. (4 marks)
- (d) Evaluate three types of press events. (6 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Analyse the four components of John Marston's RACE model in the context of public relations planning. (8 marks)
  - (b) Describe six principles of good press relations. (6 marks)
  - (c) Suggest three strategies that could be used by an organisation to avoid risk of libel suits. (6 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Explain the term "dark website" in relation to crisis management. (2 marks)
  - (b) Examine the history of public relations by showing the pattern of development in the four orienting traditions. (8 marks)
  - (c) Suggest ten guidelines to be followed by a company spokesperson while addressing the media. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Discuss the code of professional conduct which guides the conduct of public relations practitioners in your country. (8 marks)
  - (b) Assess the six point public relations planning model used by professional public relations practitioners. (12 marks)
- (Total: 20 marks)**
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