

S6333 & S6332
MARKETING
2 hours 40 minutes

III
& II

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Name:.....

Examination Number:.....

NATIONAL EXAMINATIONS COUNCIL
Senior School Certificate Examination

2 hours 40 minutes

MARKETING
PAPERS III & II

Do **not** open this question booklet until you are told to do so. While waiting, read the following carefully.

Write your **Name** and **Examination Number** in the spaces provided at the top right-hand corner of this question booklet.

This booklet consists of two Papers: **III** and **II**.

Answer Paper **III** on your objective test answer sheet. Instructions on how to do this are given on the next page. Paper **III** will last for **1 hour**. On completion of Paper **III**, the objective test answer sheet will be collected.

Answers to Paper **II** are to be written in your answer booklet. Paper **II** will last for **1 hour 40 minutes**.

Do **not** start Paper **II** until you are told to do so.

S6333
MARKETING
1 hour

III

NATIONAL EXAMINATIONS COUNCIL
Senior School Certificate Examination

1 hour

MARKETING
PAPER III

Do not open this paper until you are told to do so. While waiting, read the following carefully.

- Use **HB** pencil throughout.
- Where your answer sheet is **not** customised, provide the following information:
 - In the space marked *Candidate's Name*, write your **surname** in capital letters followed by your **other names**.
 - In the space marked *School Name*, write the name of your **school**, and in the space marked *Subject Name*, write **Marketing III**.
 - In the box marked *Subject Code*, write the digits **6333** in the spaces. There are numbered spaces in line with each digit. Shade carefully the space with the same number as each digit.
 - In the box marked *Examination Number*, write your **examination number** in the spaces at the top of the box. Shade the corresponding numbered spaces in the same way as for Subject Code.
- An example is given below. This is for a candidate whose name is **GAMBO Bamidele Uche**, with serial number 0010, examination number 65432100BD, and who is taking **Marketing III (6333)**.

National Examinations Council
SSCE ANSWER SHEET

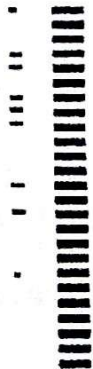
Candidate's Name:	GAMBO Bamidele Uche
School Name:	Government Secondary School, Minna
Subject Name:	Marketing III

Use HB pencil to complete this form. Mark like this . Erase all errors thoroughly.

Serial Number			
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Subject Code			
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Examination Number											
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[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[I]	[I]		
[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[J]	[J]		



1. When a salesperson ensures safe delivery of goods and creates close relationship with the buyer, he is at _____ stage of selling skill.

- A. closing the sale
- B. follow-up
- C. handling objections
- D. pre-approach
- E. presentation

2. Mr. Uche Okoro is contemplating buying a Toyota Prado or Honda Pilot car. At which stage of consumer decision process is he?

- A. Evaluation of alternatives
- B. Information search
- C. Need recognition
- D. Post purchase evaluation
- E. Purchase decision

3. The aid to trade aimed at closing the existing gap between producers and consumers is

- A. advertising.
- B. banking.
- C. insurance.
- D. transportation.
- E. warehousing.

4. Design and labelling consideration in international marketing are categorized under ____ decision.

- A. company
- B. distribution
- C. pricing
- D. product
- E. promotional



5. Individuals or organizations interested in a product and have the purchasing power for it defines
- A. demand.
 - B. distribution.
 - C. market.
 - D. production.
 - E. supply.
6. In marketing planning, a firm's strength refers to the
- A. area the firm needs to work on.
 - B. business potentials of the firm.
 - C. competitive advantage of the firm.
 - D. organizational objectives.
 - E. variables that are against the firm's expansion.
7. A combination of activities used by marketers to communicate their objectives to their teeming customers is
- A. advertising.
 - B. personal selling.
 - C. promotional mix.
 - D. public relation.
 - E. publicity.
8. Which of the following is **not** a reason for international marketing?
- A. Avoiding competition
 - B. Building brand image
 - C. Comparative advantage
 - D. Price stabilization
 - E. Technological advantage

9. Providing information on the benefits of a particular product over the competitor's product is a function of

- A. advertising.
- B. licensing.
- C. physical distribution.
- D. pricing.
- E. product planning.

Mr Eze Ndu produced 500 bags of rice at a total cost of ₦100,000. The expected rate of return is 20%.

Use the above information to answer questions 10 and 11.

10. How much does each bag of rice cost?

- A. ₦ 120
- B. ₦ 200
- C. ₦ 240
- D. ₦ 20,000
- E. ₦ 120,000

11. The strategy used by Mr. Eze Ndu is called ___ pricing.

- A. dynamic
- B. haggling
- C. premium
- D. target
- E. tender

12. The appropriate container used for conveying cocoa beans on a cargo is ___ container.

- A. bulk
- B. flat
- C. gas
- D. thermal
- E. ventilated

13. Which of the following is **not** a condition in merchandising?
- A. Distribution task
 - B. Fixed cost
 - C. Materials handling
 - D. Transportation cost
 - E. Warehousing cost
14. The following are classes of industrial goods **except**
- A. accessory equipment.
 - B. installation equipment.
 - C. operations supplies.
 - D. raw materials.
 - E. unsought goods.
15. Business activities that direct the flow of goods and services from producer to final consumer is
- A. advertisement and promotion.
 - B. managing distribution network.
 - C. mobilization of workforce.
 - D. production of quality goods and services.
 - E. utilization of feedback.
16. A software designed to damage or harm a computer system such as spyware and trojan horse are referred to as
- A. computer crime.
 - B. cyber-bullying.
 - C. malware.
 - D. spam.
 - E. tagging without permission.

17. The process of transforming raw materials into finished goods for the consumers is
- A. labelling.
 - B. packaging.
 - C. production.
 - D. promotion.
 - E. transportation.
18. Activities directed towards the promotion of sales of goods at retail level is known as
- A. manufacturing.
 - B. marketing.
 - C. merchandising.
 - D. purchasing.
 - E. storekeeping.
19. When profit realized from the sale of a product moves towards zero level, the product is said to be at ___ stage.
- A. decline
 - B. growth
 - C. introduction
 - D. maturity
 - E. saturation
20. An advertising medium which combines the advantages of sight, sound and motion is
- A. handbill.
 - B. newspaper.
 - C. poster.
 - D. radio.
 - E. television.

21. The most suitable mode of conveying heavy and bulky goods from one country to another is ____ transport.
- A. air
 - B. land
 - C. pipeline
 - D. road
 - E. water
22. A form of integration in which a group of countries agree to eliminate all restrictions to trade among themselves is referred to as
- A. common market.
 - B. customs union.
 - C. economic union.
 - D. free trade area.
 - E. market union.
23. A firm whose marketing activities focus on the features and quality of their goods is involved in ____ concept.
- A. consumer orientation
 - B. product
 - C. production
 - D. profit orientation
 - E. selling
24. If Mr. Okeke Kalu, a Director, travels to Lagos by flight instead of a luxury bus, the consumer factor that influenced his choice of transport is
- A. culture.
 - B. learning.
 - C. motivation.
 - D. reference group.
 - E. social class.

25. Price reduction placed directly on the label of a product by the producer is called ____ promotion.
- A. free gifts
 - B. free goods
 - C. patronage award
 - D. price -off
 - E. price pack
26. One of the roles of a facilitator in food processing industries is to
- A. encourage research.
 - B. generate revenue.
 - C. pay wages .
 - D. provide capital.
 - E. store product.
27. The pricing strategy which involves charging different prices depending on individual customers and situations is referred to as ____ pricing.
- A. dynamic
 - B. geographical
 - C. group
 - D. haggling
 - E. value
28. Analyzing marketing opportunities, selecting target market and developing marketing mix are steps in marketing
- A. administration.
 - B. evaluation.
 - C. planning.
 - D. process.
 - E. research.

29. Green marketing is also known as _____ marketing.
- A. ambush
 - B. buzz
 - C. ecological
 - D. mass
 - E. niche
30. Which of the following institutions protects consumers from consuming unhygienic foods?
- A. CPC
 - B. NACB
 - C. NAFDAC
 - D. NERDC
 - E. SON
31. Business activity that involves the sale of goods to organizational buyers and retailers for commercial purposes is
- A. distributing.
 - B. marketing.
 - C. retailing.
 - D. trading.
 - E. wholesaling.
32. Consultants and business negotiators that offer help towards distribution of goods and services are called
- A. agent.
 - B. facilitators.
 - C. managers.
 - D. marketers.
 - E. solicitors.

33. The market where individuals and firms purchase goods or services for other uses rather than personal consumption is ___ market.

- A. capital
- B. consumer
- C. money
- D. organizational
- E. stock

34. The functions of market union in marketing of primary and secondary products consist of the following **except**

- A. encouraging members to sell their products at a uniform price.
- B. helping in settling disputes among members.
- C. implementing rules and regulations to guide the activities and operations of the association.
- D. improving standard of living of members .
- E. promoting unity among the members.

35. Creating marketing strategy and planning in a company is the duty of

- A. marketing director.
- B. marketing manager.
- C. marketing officer.
- D. product manager.
- E. sales manager.

36. Marketing planning does **not** involve
- A. determination of objectives.
 - B. execution.
 - C. purchase decision.
 - D. selection of tactics.
 - E. situation analysis.
37. An example of above-the-line promotion is
- A. coupon.
 - B. internet.
 - C. point-of-purchase.
 - D. premium-offers.
 - E. sampling.
38. Which of the following is **not** a factor for marketing segmentation?
- A. Demographic
 - B. Economic
 - C. Geographical
 - D. Organisational
 - E. Psychological
39. A firm can collect primary data from
- A. government sources.
 - B. public opinions.
 - C. online commercial database.
 - D. private research firm.
 - E. published documents.
40. Which of the following is **not** an advantage of air transport?
- A. Accommodates regular stopover
 - B. Fast over long distance
 - C. Free of congestion
 - D. provide best comfort for passengers
 - E. suitable for perishable goods

41. Prisons, hospitals and banks are examples of ___ market.
- A. consumer
 - B. government
 - C. industrial
 - D. institutional
 - E. reseller
42. Goods whose duties are yet to be paid are stored in ___ warehouse.
- A. bonded
 - B. manufacturers'
 - C. public
 - D. state
 - E. wholesalers
43. The saying "Consumer is king" is contained in marketing
- A. concept.
 - B. mix.
 - C. plan.
 - D. segmentation.
 - E. strategy.
44. The most suitable type of distribution for milk is
- A. intensive distribution.
 - B. facilitating channel.
 - C. exclusive distribution.
 - D. selective distribution.
 - E. wholesaling intermediary.
45. One of the barriers to international trade is
- A. cost and freight.
 - B. dispatch rate.
 - C. free-on-board.
 - D. import quota.
 - E. trade discount.

46. Firms that offer similar products in order to provide value and satisfaction to the customers are called
- A. competitors.
 - B. customers.
 - C. joint ventures.
 - D. suppliers.
 - E. companies.
47. The international trade system that involves exchange of goods between two countries is ____ trade.
- A. bilateral
 - B. export
 - C. entrepot
 - D. import
 - E. multilateral
48. Which of the following is a raw material?
- A. Bitumen
 - B. Coal
 - C. Diesel
 - D. Gasoline
 - E. Kerosine
49. The most appropriate channel for marketing fresh tomatoes is
- A. Manufacturer → Consumer → Retailer.
 - B. Manufacturer → Retailer → Consumer.
 - C. Producer → Retailer → Wholesaler → Consumer.
 - D. Producer → Wholesaler → Consumer.
 - E. Producer → Wholesaler → Retailer → Consumer.

50. Another name for affordability-based pricing is ____ pricing.
- A. competition-based
 - B. cost plus
 - C. FOB-origin
 - D. market – oriented
 - E. social welfare
51. The last step in carrying out marketing research is
- A. analyzing the information.
 - B. data collection.
 - C. presenting the findings.
 - D. research objective.
 - E. research plan.
52. Buildings, machineries and tools used to produce other goods are called ____ goods.
- A. capital
 - B. consumer
 - C. shopping
 - D. specialty
 - E. unsought
53. Funds for establishing a personal marketing outlet can be obtained through the following sources **except**
- A. assistance from family and friends.
 - B. government generated revenue.
 - C. money lenders.
 - D. personal savings.
 - E. sales of personal property.

54. A market for buying and selling of products used in the production process is known as ___ market.
- A. consumer
 - B. government
 - C. industrial
 - D. international
 - E. reseller
55. The act of buying and selling goods and services through the internet is known as
- A. e-banking.
 - B. e-marketing. ✓
 - C. e-mail.
 - D. e-payment.
 - E. e-transact.
56. The process of differentiating a product from other similar products made by other organizations is called
- A. branding.
 - B. grading.
 - C. labelling.
 - D. packaging.
 - E. trademark.
57. The process by which people select, organize and interpret information in their own way is referred to as
- A. beliefs and attitude.
 - B. learning.
 - C. motivation.
 - D. perception.
 - E. personality.

58. One of the elements of marketing mix that creates awareness about a product or service is

- A. price.
- B. promotion.
- C. place.
- D. product.
- E. production.

59. Moving a product from the point of production to the point of consumption describes _____ function of marketing.

- A. information
- B. pricing
- C. risk bearing
- D. storage
- E. transportation

60. The purpose of sales promotion is to

- A. display variety of products.
- B. entice the customers to buy immediately.
- C. inform the customer about the product.
- D. maintain good relationship with the public.
- E. teach the consumer how to use the product.

PAPER II

Answer **five** questions only.

1. (a) Differentiate between intensive distribution and selective distribution. (4marks)
(b) List and explain any **four** factors that influence the choice of distribution channel. (16marks)
2. (a) Define market union. (4marks)
(b) Distinguish between primary and secondary products and give **one** example of each. (6marks)
(c) State **five** roles of market union (10marks)
3. (a) State **four** functions of pricing to marketing. (8marks)
(b) List and explain **three** pricing strategies a marketer can adopt for his products. (12marks)
4. (a) What is internet browser? (4marks)
(b) List and explain **three** ways in which an organization can conduct electronic marketing. (12marks)
(c) Mention **four** types of internet abuse. (4marks)
5. (a) What is product life cycle? (4marks)
(b) List and explain **four** stages of a product life cycle. (16marks)
6. (a) What is Bargaining? (4marks)
(b) List and explain any **four** basic bargaining skills. (16marks)

7

- (a) Write short notes on the following marketing terms:
- (i) Market environment (4marks)
 - (ii) Marketing mix (4marks)
 - (iii) Promotion mix (4marks)
 - (iv) Government market (4marks)
 - (v) Shopping goods (4marks)

8.

- (a) Distinguish between consumer behaviour and organizational behaviour. (4marks)
- (b) List and explain **four** factors that influence consumer behaviour. (16marks)

9.

- (a) Define marketing plan. (4marks)
- (b) State any **six** importance of marketing planning. (12marks)
- (c) Mention any **four** features of marketing research. (4marks)