

CIMG Programme Pathway 1 Professional Certificate in Marketing

Fundamentals of Marketing (PCM 101)

DECEMBER 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer three questions, worth 60 marks

PART A

CASE STUDY - COMPULSORY

DECLINING SALES PERFORMANCE AT UNILEVER NIGERIA LIMITED

The Chief Executive Officer of Unilever Nigeria has summoned an emergency meeting to address the declining sales performance of the company during the rainy season. The Marketing Manager was charged to take adequate steps to address this perennial challenge. There was a healthy discussion as to what might have been causing this shortfall: the weather, the bad roads, and other contributory factors.

The Management team also agreed to strengthen the Marketing Information System (MKIS) which will provide, consistently, information available to enable managerial decisions to be taken to further enhance the competitiveness of the company. Members unanimously agreed to the Marketing Manager's proposal to conduct a study to address the key factors accounting for the poor sales performance during the raining season.

QUESTION ONE

- (a) Distinguish between market research and marketing research. **(4 marks)**
- (b) Outline and explain the Four (4) components of a Marketing Information System. **(16 marks)**
- (c) Submit a report spelling out the key elements in a marketing research plan. **(20 marks)**

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION TWO

Prepare notes to explain any **Six (6)** essential characteristics of marketing at a forum of marketing practitioners. **(20 marks)**

QUESTION THREE

The Product Life Cycle (PLC) constitutes an essential phenomenon in marketing. Outline any **Three (3)** operational strategies associated with each stage of the life cycle. **(20 marks)**

QUESTION FOUR

Outline in a report style any **Four (4)** factors a company will consider when formulating segmentation strategy including any **Four (4)** criteria for determining an effective segmentation strategy **(20 marks)**

QUESTION FIVE

Discuss the key elements that should be incorporated in a marketing audit. **(20 marks)**

QUESTION SIX

Write short notes on the following:

- (a) Market Penetration Strategy **(4 marks)**
- (b) Market Skimming Strategy **(4 marks)**
- (c) Price Discrimination **(4 marks)**
- (d) Geographical Based Pricing **(4 marks)**
- (e) Maximum Price Legislation **(4 marks)**