WORKFORCE DEVELOPMENT AUTHORITY

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ADVANCED LEVEL NATIONAL EXAMINATIONS, 2016, TECHNICAL AND PROFESSIONAL STUDIES

EXAM TITLE: Marketing and Commercial Law

OPTIONS: Hotel Operations (HOT); Tourism (TOR)

DURATION: 3hours

INSTRUCTIONS:

The paper is composed of **three (3) main Sections** as follows:

Section I: Fifteen (15) compulsory questions.	**55 marks**
Section II: Attempt **any three (3)** out of five questions.	**30 marks**
Section III: Attempt **any one (1)** out of three questions.	**15 marks**

Note:

Every candidate is required to carefully comply with the above instructions. Penalty measures will be applied on their strict consideration.

01. Discuss in brief the concepts below:

  a) Exchange
  b) Marketing myopia
  c) Market
  d) Market offerings
  e) Marketing
  f) Marketing management

6 marks

02. Mr. Kamana and Mrs. Ineza were discussing about sole proprietorship business. They ended up with agreeing that the business has no disadvantage at all. If you don't agree with them, enumerate three advantages and three disadvantages of a sole proprietorship business.   **6 marks**

03. Indicate the difference between market segment and market targeting.

4 marks

04. Describe the process of selecting target consumers.   **3 marks**

05. Is there any difference between a product and a service? Explain more.

3 marks

06. What are the factors that affect a consumer's behavior?   **3 marks**

07. Why do we say that market research is very important?   **3 marks**

08. Indicate the difference between selling concept and marketing concept.

3 marks

09. Assume that you are hired as a marketing manager by Lemigo Hotel. What must you know in order to design a winning marketing strategy?   **2 marks**

10. Mugisha agreed with Sam that production concept and product concept are synonymous. Do you agree with them? Explain.   **4 marks**

11. A sole proprietorship is not a legal entity. Explain.   **3 marks**

12. Is there any difference between direct marketing and advertising? Explain your answer.   **3 marks**

13. Define the concepts below:

  a) Commercial Law
  b) Formal Economy
  c) Capital
  d) Goods   **4 marks**

14. Some people complain about regulation of business operations. Is there any importance of Laws in business operations? Highlight it if any.   **4 marks**

15. Mr. Matabaro told to his wife that he thought that they can start their business without registering their company. His wife convinced him that there is no consequence. Do you agree with Matabaro's wife? If not, indicate four consequences.

4 marks

Section II. Choose and answer any three (3) questions. 30 marks

16. Services possess unique characteristics that often have a significant impact on their marketing strategy. Discuss the fundamental characteristics distinguishing services from goods as far as marketing context is concerned.

10 marks

17. What is the goal of market segmentation for a company? Enumerate the stages of market segmentation.

10 marks

18. **A.** Name the persons who are allowed to make an application for the commencement of insolvency proceedings.

B. Identify the conditions required for a business person to be called insolvent.

10 marks

19. Discuss the challenges faced by local companies which enter foreign markets.

10 marks

20. In general, marketers need to communicate with consumers. Discuss the goals sought by the marketers as they try to communicate with target consumers.

10 marks

Section III. Choose and answer any one (1) question. 15marks

21. Define the concept of insolvency. Discuss the advantages of declaration of insolvency for both creditors and insolvent traders (debtors). **15 marks**

22. Discuss the categories and types of companies in accordance with the current company law in Rwanda.

15 marks

23. According to different marketing scholars, for businesses, advertising is an important strategic device for maintaining a competitive advantage in the marketplace. Discuss this statement in 250 words. **15 marks**

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