

**HOT&TOR – Marketing and  
Commercial Law**

**T104**

**Thursday, 22/11/2018**

**08:30 – 11:30 AM**

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2018,  
TECHNICAL AND PROFESSIONAL STUDIES**

**EXAM TITLE: MARKETING AND COMMERCIAL LAW**

**OPTIONS: Hotel Operations (HOT),  
Tourism (TOR)**

**DURATION: 3 hours**

**INSTRUCTIONS:**

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

**Section I: Twelve (12) 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.***

**Section I. Twelve (12) Compulsory questions**

**55 marks**

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- 01.** Enumerate the types of evidence that can be produced in commercial matters. **(3 marks)**
- 02.** Explain the importance of marketing for a business. **(4 marks)**
- 03.** Laws prohibit traders to do unfair competition acts. What is an unfair competition act? State three (3) unfair competition acts in business. **(6 marks)**
- 04.** A product life cycle concerns the stages the product goes through after development, from introduction to the end of the product.  
Explain the stage of «Growth» in the product life cycle. **(5 marks)**
- 05.** Advertising is a very important element in marketing communication. How is it conducted? **(5 marks)**
- 06.** Explain how laws and government regulations can be a barrier to the success of international market. **(6 marks)**
- 07.** Mention four main obligations of an employee towards his/her employer. **(4 marks)**
- 08.** Explain what «Direct marketing» is about and its goal. **(5 marks)**
- 09.** In marketing, it is good for any business person to know his competitors. Explain why. **(4 marks)**
- 10.** Discuss the role of sales promotion in marketing. **(5 marks)**
- 11.** Explain how demographic segmentation of market is carried out. **(4 marks)**
- 12.** What is a cooperative? Enumerate four types of cooperatives in accordance with Rwandan law. **(4 marks)**

**Section II. Choose and Answer any three (3) questions**

**30 marks**

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13. A) Name the different types of shares.  
B) To what extent is a shareholder liable? **(10 marks)**
14. A) Indicate five (5) conditions that must be satisfied for exchange to take place.  
B) A company limited by guarantee and a company limited by shares are the same. Explain **(10 marks)**
15. Describe development and introduction stages of a product life cycle. **(10 marks)**
16. E-Commerce helps a business by reducing the cost. Discuss this assertion. **(10 marks)**
17. Enumerate and discuss the four elements of an enforceable contract. **(10 marks)**

**Section III. Choose and Answer any one (1) question**

**15 marks**

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18. Discuss in detail at least six (6) factors that have a role in the success of any e-commerce venture. **(15 marks)**
19. The 4Ps is one way of defining the marketing mix that was coined by Edmund Jerome McCarthy in 1960. Explain in detail **(15 marks)**
20. All the media available can be broadly classified into five groups. Explain in detail by giving examples. **(15 marks)**