

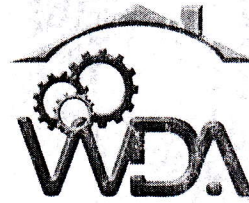
**HOT&TOR – Marketing and
Commercial Law**

T104

Friday, 24/11/2017

08:30 – 11:30 AM

WORKFORCE DEVELOPMENT AUTHORITY



P.O. BOX 2707 Kigali, Rwanda Tel: (+250) 255113365

**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2017,
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: Fourteen (14) 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. Fourteen (14) Compulsory questions

55 marks

01. Distinguish the following statements, indicating the correct from the false ones. **5 marks**

- ☆ Place doesn't refer to distribution and stands for various activities the company undertakes to make the product easily available and accessible to target customers. **F**
- ☆ Product stands for the firm's tangible offer to the market including the product quality, design, variety features, branding, packaging, services, and warranties. **T**
- ☆ Promotion stands for the various activities the company undertakes to communicate its products' merits and to persuade target customers to buy them. **T**
- ☆ Price doesn't include deciding on wholesale and retail prices, discounts, allowances, and credit terms. **F**
- ☆ Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others. **T**

02. Briefly explain four tools of promotion. **4 marks**

03. Categorize the companies as per the Law governing companies in Rwanda. **4 marks**

04. Explain the concepts below:
a) Sole proprietorship
b) Property **3 marks**

05. What are the characteristics of a private company? **3 marks**

06. What are the essential requirements any company must have so as to be registered by Rwanda Development Board? **4 marks**

07. Explain the five main steps of the communication cycle. **5 marks**

08. Effective communication promotes a spirit of understanding and cooperation in a company. Explain. **4 marks**
09. What is the importance of market research? **3 marks**
10. Enumerate four reasons why the laws are very important in business operations. **4 marks**
11. What are the conditions for exchange? **5 marks**
12. Assume that you are hired as a marketing manager by Kigali Convention Center. What must you know in order to design a winning marketing strategy? **3 marks**
13. Indicate the difference between product and service. **2 marks**
14. What is a contract? Define the four elements of an enforceable contract. **5 marks**

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

-
15. Marketing starts with the customers and ends with customers. Explain. **10 marks**
16. What are the requirements for effective and result oriented market segmentation? Explain their main purpose? **10 marks**
17. Enumerate the stages of a product life cycle by highlighting their particular characteristics. **10 marks**
18. Discuss the benefits of segmentation by giving concrete examples. **10 marks**
19. When do we say that a company is related to another company? **10 marks**

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

15 marks

-
- 20.** Explain the following types of market segmentation, including concise examples on each type. **15 marks**
- a) Geographic Segmentation
 - b) Distribution Segmentation
 - c) Price Segmentation
 - d) Occasion-Based Segmentation
 - e) Psychographic or Lifestyle Segmentation
- 21.** Assume that you are the Marketer of a company. What are the five patterns that you can consider so as to select a market segments worth entering? Explain in detail. **15 marks**
- 22.** Describe the five threats that a company might face? **15 marks**