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Candidate's Name.....

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[8 marks]

2. (a) Define *consumer products*.

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[2 marks]

(b) List and explain **three** modes of transportation a company could use for business.

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[9 marks]

(c) List and explain **three** categories of industrial products.

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[9 marks]

3. AB Enterprises is currently experiencing a decline in sales of its products.

(a) List **eight** sales promotional tools the company could use to reverse its sales trend.

[8 marks]

(b) State **six** benefits the company would derive from using sales promotional tools.

[12 marks]



5. Adamu intends to open a store to sell detergents as a major distributor for companies in the country.

(a) List and explain **four** sources from which Adamu could get funds to finance the business.

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[12 marks]

(b) State **four** factors that would influence Adamu's choice of the location for the business.

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[8 marks]

6. OJ Ltd is a consumer goods manufacturing firm. They sell to retail outlets throughout the country. The company intends to increase its market share.

(a) Explain the following terms in relation to the company's business activities;  
(i) Demand.

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PAPER 2

2 hours

ESSAY

[80 marks]

*Answer four questions only.*

1. (a) Explain the following terms in marketing:

(i) Needs;

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[2 marks]

(ii) Wants.

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[2 marks]

(b) State **four** functions of marketing in a company.

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[8 marks]

(c) Explain **four** concepts of marketing.

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Candidate's Name.....

(ii) Products;

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[2 marks]

(iii) Market.

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[2 marks]

(b) Outline **two** types of distribution channels the company could adopt.

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[2 marks]

(c) State **three** functions **each** of the following channel members the company could use:

(i) wholesaler;

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[6 marks]

(ii) retailer.

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[9 marks]

(c) List and explain **three** categories of industrial products.

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