



EAST AFRICAN SCHOOL OF AVIATION
FINAL EXAMINATION
ACM-04
SUBJECT: THE MARKETING PLAN

Duration: 2 HRS

DATE

TIME: 1100 -1300hrs

INSTRUCTIONS TO ALL CANDIDATES

1. Answer all questions.

1. The marketing plan records all of the following except one.
 - A. The departments plan for the next 2years
 - B. The dates when the cargo marketing department intends to carry out its planned marketing activities
 - C. Feedback and results from the previous audits
 - D. Any deviation from planned goals
2. The main aim of advertising is to_____.
 - A. Boost sales
 - B. Create the company's image
 - C. Both A and B
 - D. None of the above
3. Developing a marketing plan is a strategic planning process that_____.
 - A. Restricts fresh thinking
 - B. Requires quality input and reviews and vigorous debate
 - C. Gets the marketing team involved
 - D. Gives the marketing manager an easy time at work.
4. Which of the following factors would be considered part of a company's macro environment?
 - A. Suppliers
 - B. Competition
 - C. Cultural forces
 - D. Customers
5. Which of the 8ps leads to brand recognition?

6. _____affect the customer's satisfaction level?
7. Which internal factor answers the question should we leave or marketing and sales entirely in the hands of forwarders, who have direct market access to the market?'
8. A freight/ air cargo customer has certain needs to fulfill but one
 - A. Tracking capability
 - B. Time
 - C. Efficiency
 - D. Speed
9. _____are crucial in fulfilling on the promise your marketing, promotions and advertising are projecting.
 - A. Place
 - B. Sales force
 - C. Physical evidence
 - D. people
10. The main message of advertising is to convince audience that you_____.
 - A. Understand and can solve their problems
 - B. Are the best existing company
 - C. Offer better services than competitors
 - D. Offer less expensive services than your competitors
11. Products services and pricing should be developed around which of the 8Ps?

12. It is an advantage for forwarders/ agents to be familiar with the cargo department's marketing planning.

(True/ false)

13. The 5Ws include what, where, when, how and well respectively. (True/ false)
14. SWOT analysis includes the company's strength threats opportunities and weaknesses where strengths and threats are internal factors while opportunities and weaknesses are external factors (True/ false)
15. _____ refers to how you have or intend to position your company in the market place.
- A. Place
 - B. People
 - C. Process
 - D. Positioning
16. Which P is placed between place and promotion as the 5th P?
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17. In the bottom up type of marketing plan the management provides the marketing team with all the following except one.
- A. Corporate vision
 - B. Traffic program
 - C. Product strategy
 - D. The macro environment
18. The marketing plan is a 'static' document. (True/ false)
19. Which of the following stakeholders needs to be informed of any changes in the marketing plan in order to keep it effective?
- A. Sales team
 - B. Forwarders and agents
 - C. Marketing team
 - D. All of the above.
20. Which of the following is not an internal factor of marketing planning
- A. Price policy
 - B. Logistics
 - C. Advertising
 - D. Sales promotion
21. _____ is your core offering.
- A. Place
 - B. People
 - C. Positioning
 - D. Process
22. Which section of the marketing plan investigates the current situation in the world market in terms of currency, environmental and political changes?
- A. Pricing
 - B. The Micro environment
 - C. Competition
 - D. The Macro environment
23. Which of the following is not among the purpose of the marketing plan?
- A. Eliminates confusion and misunderstanding among staff members
 - B. Provides a temporary record of the marketing planning process and the rationale behind it.
 - C. Provides a better basis for monitoring performance and analyzing variations in target
 - D. Ensures that everyone in the cargo marketing department is working towards a similar goal
24. The _____ grid is used to question each of the 8 Ps so as to generate information that will support the marketing plan and the activities the company decides to fund.
- A. 4W marketing grid
 - B. Action plans

- C. 5Ws marketing grid
- D. Both A & B.

25. Which of the following affects the customer's satisfaction?

- A. Price
- B. Physical evidence
- C. Promotion
- D. Both A & B

26. Which of the following statements best describes a strategic plan?

- A. It has no relationship with marketing planning.
- B. It is based on a SWOT analysis
- C. It includes marketing goals
- D. It is developed after the marketing plan

27. Which of the following statements best describes a marketing plan?

- A. It is reactive to external threats and opportunities, rather than proactive
- B. It is a static document that does not require much ongoing review and updating
- C. It should mostly be developed by management team
- D. It should provide clearly stated objectives and strategies in advance of the time period covered

28. Define the marketing plan

29. Explain how each of the following types of marketing plans differ in the way they are developed

30. The bottom up marketing plan

31. Collaborative marketing plan

32. The top down marketing plan

33. Define the following terms as used in marketing

Marketing Mix

34. The Long Tail

35. Marketing Action plans

36. Give one example of an internal strength and external threat.

37. Give 2 reasons why the collaborative type of marketing plan is the best type of plan to use

38. State the purpose of the SWOT analysis

39. Explain what is contained in the following recommended contents of a marketing plan.
Sales outlets

40. Competition

41. Organisation

42. Corporate mission, vision and goals

End of Paper