Annales brainprepa

www.touslesconcours.info

COMPETITIVE ENTRANCE EXAMINATION INTO HTTTC BAMBILI

CYCLE: 1ST CYCLE

<u>LEVEL</u>: 1ST YEAR

Session: 2014

DURATION: 3hrs

OPTION: ALL

INSTRUCTIONS

- In your answer booklet, write only the letter of the answer chosen against the question number.
- This question paper must be submitted together with the answer booklet.
- Each question carries one (1) mark.

PART 1: MARKETING

- 1. Which of the following is not part of the external marketing environment?
- a) Political
 - b) legal
 - c) product
 - d) socio-cultural
- 2. Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of?
- a) Socio-cultural environment
- b) political environnement
- c) economicenvironment
- d) competitiveenvironment
- 3. An organized network of agencies and organizations that perform all the activities required to link producers and manufacturers with purchasers and consumers is referred to as:
- a) Vehicle

- b) courier
- c) transportation
- d) distribution Channel
- 4. Management of distribution channels concerns two key elements (1) managing the design of the channel and its activities, and (2)
- a) Managing the communications
- b) managing the relationship of members in the channel
- c) managing customers' expectations
- d) managing new technology
- 5. Which of the following is not one of the categories of research design?
- a) Exploratory research
- b) descriptive research
- c) causal research
- d) desk research
- 6. Systems are used to mine customer data, particularly when undertaking research into characterizing customer group and their product/ service usage.
- a) Customer relationship management (CRM)
- B) marketing information system (MIS)
- c) computer assisted web interviewing (CAW)
- d) consumer panels (CP)

- 7. Which of the following are the three broad groups of consumer segmentation criteria?
- a) Behavioural, psychological and profile criteria
- b) behavioral, gender, and industry-type variables.
- C) organizational size, demographic and behavioral variable
- d) psychographic, sociological and price variable
- 8. Segmentation by benefits sought is a type of product-related segmentation.
- a) To determine the marketer's effectiveness in satisfying the consumer.
- b) Used to create a psychographic profile of the benefit of having the product as a common alternative
- c) as a post-consumption evaluation tool.
- D) The focuses on the attributes that people seek in a product.
- 9. The two dominant approaches to pricing new propositions are:
- a) Negotiated pricing and discount pricing method
- b) transfer pricing and relationship method
- c) the market skimming pricing and the market penetration pricing method.
- D) value-in-use pricing and transfer pricing method.
- 10. This approach is often used for fast-moving consumer goods and consumer durables items, where the new product introduced is not demonstrable different from existing formulations available :
- a) Price discrimination
- b) skimming pricing

- c) market penetration
- d) price building
- 11.Services are manufactured and consumed simultaneously, they cannot be stored either prior to or after the service encounter. This referred to as:
- a) Inseparability
- b) perishability
- c) intangibility
- d) lack of ownership
- 12. These types of services try to shape attitudes or behavior. In order to achieve this, these service have to be oriented to people's minds , this is referred a:
- a) Possession processing
- b) people processing
- c) mental stimulus processing
- d) information processing
- 13. Which of the following terms best fits the activity of marketing communication?
- a) Making product available
- b) convenience of location
- c) high level of regulation
- d) communication between stakeholders.

- 14. This is a hierarchy of effects or sequential model used to explain how advertising works.
- a) ADD
- b) AIDA
- c) PESTEL
- d) SWOT
- 15. This is the sharing of meaning created through the transmission of information:
- a) Communication
- b) noise
- c) transfer
- d) understanding
- 16. This is part of the communication process where receivers unpack the various component of the message and begin to make sense and give the message meaning
- a) Encoding
- b) decoding
- c) transfer `
- d) noise
- 17. This is a term used to refer to the process when a successful brand is used to launch a new product into a new market
- a) Brand leader

- b) band follower
- c) brand equity
- d) brand extension
- 18. The identities and images developed by the wholesalers, distributors, dealers and retailer who make up the marketing channel. This is referred to as:
- a) Own-label brand
- b) generic brand
- c) manufacturer brand
- d) premium brand
- 19.Offering move through a sequential, predetermined pattern of development similar to the biological path that life forms follow. This is the concept of :
- a) Process of diffusion.
- B) New product development
- c) product life cycle
- d) brand management
- 20. The group, which forms 34% of the market is more risk averse and requires reassurance that the offering works and has been proven in the market. This is referred to as:
- a) Innovators
- b) laggards
- c) early majority

Annales brainprepa

- d) late majority.
- 21.The ______ process commences at corporate level. Here the organisation sets out its overall mission, purpose and values
- a) Research
- b) strategic planning
- c) controlling
- d) managing
- 22. The strategic marketing planning process consists of a series of logical steps and these steps can be aggregated into four phases. Which of the following is not included in the phases of the strategic marketing planning?
- a) Defining marketing strategy
- b) setting the right mission and corporate goals
- c) reviewing the current situation
- d) formulating strategy
- 23. Theses objectives are often employed in mature markets as firms/ products enter a declined phase. The goal is to maximise short –term profits and stimulate a positive cash flow.
- a) Harvest objectives
- b) divers objectives
- c) hold objectives
- d) growth objectives

- 24. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources and limited.
- a) Niche objective
- b) hold objective
- c) harvest objective
- d) divest objective
- 25.An organisation can offer standard products at acceptable levels of quality, yet still generate above average profit margin by adopting?
- a) Differentiation
- b) focus strategy
- c) cost leadership
- d) market follower strategy

PART II: BUSINESS MATHEMATICS

- 1.) Tanui's salary is 32,000 FRS. If a deduction for taxes from his monthly pay is 8,000 FRS. What percent of his salary goes to this deduction?
 - a) 25% b) 25.6% c) 40% d) 2.5%
- 2.) The cost of an article including 15% for taxes is 138,000 FRS. What is the cost of the article without taxes?
 - a) 1173 b) 1200 c) 207 d) 920
- 3.) A delivery rout must include stops at 8 towns. How many different routes are possible?
 - a) 36 b) 8 c) 5,040 d) 40,320

result is:

- 4.) You need 2,000 FRS to buy a new speaker for your home and you have 800 FRS to invest at 5% compounded annually. How long will you wait to buy the speaker?
 - a) 8.42years b) 18.72years c) 14.58years d) 15.75years

5.) (M-1). If you want to multiply a number 5 to matrix $B = \begin{bmatrix} 3 & 3 \\ 5 & 1 \end{bmatrix}$, the

- a) $\begin{bmatrix} 15 & 15\\ 25 & 5 \end{bmatrix}$ $\begin{bmatrix} 25 & 15\\ 5 & 15 \end{bmatrix}$ b) $\begin{bmatrix} 25 & 5\\ 15 & 15 \end{bmatrix}$ c) $\begin{bmatrix} 5 & 25\\ 15 & 15 \end{bmatrix}$ d)
- 6.) One dozen pars cost 15 FRS. They are sold at the markup of 12%. The selling price is:
 - a) 17.8FRS b) 13.2FRS c) 16.8FRS d) 15.12FRS
- 7.) A project with an initial outlay of 100,000FRS has cash flows as follows:

	Year	1	2	3	4
	Inflow	60,000	80,000	50,000	20,000
Payback period in years is:					
- 		1 \ 1 \ 7			1

- a) 4years b) 1.5years c) 1.6years d) 2years
- 8.) Demand function for a product is P = 2 x, where x is the quantity. The revenue function is:

Annales brainprepa

www.touslesconcours.info

a)
$$\frac{2}{x} - 1$$
 b) $\frac{2-x}{x}$ c) $2x - 2x$ d)
 $2x - x^2$

9.) The coefficient of skewness when the mode, mean, and median are all equal is:

a) 1 b) 0 c) >1 d) <1

10.) A set of scores are such that the mean of the first 10 scores is 16 and the mean of the rest is 6. What is the mean of all the scores?

a) 11 b) 24 c) 10 d) 22

11.) The 4 - point moving total of data 6, 3, 1, 4, 2 are:

- a) 9, 10, 12 b) 9, 12, 18 c) 12, 10, 9 d) 12, 14, 16
- 12.) What is the original value of an ordinary borrowing refundable by 10 constant annuities of 699,92FRS at the rate of 7.5%.
 - a) 4,600,000FRS b) 4,800,000FRS c) 5,210,000FRS d) 4,757,250FRS
- 13.) What is the duration of an ordinary loan whose constant annuity is 116,588.32FRS and the first amortization is 87,000 FRS at the rate of 5%.
 - a) 5years b) 4years c) 6years d) 7years
- 14.) Song borrowed the sum of 3,000,000FRS from SGBC bank repayable by constant amortizations during 5 years. The value of the 4th annuity if the interest rate is 4.25% is:
 - a) 727,500FRS b) 702,000FRS c) 651,000FRS d) 676,500FRS
- 15.) Don decided to share the sum of 3,000,000FRS to his 3 children age 12years, 13years, and 16years such that when they all reach 18years, their

features value will be equal. What is the value of the common feature value if the shares were invested at a compound interest rate of 7.5%?

- a) 1,357,556FRS b) 750,000FRS c) 843,527,52FRS d) 756,548.88FRS
- 16.) The manager of MTN earns 600,000FRS per month. He gives 40% of his salary to his wife. The wife gives 20% of his amount for their son's pocket allowance. Their son spend 30% of his allowance on video clubs. What is the percentage of the manager's salary spent by their son on video club?
 - a) 30% b) 10% c) 3% d) 20%
- 17.) A tax book cost 20,000FRS in the bookshop and the saller allows a 10% trade discount and 5% cash discount. The % of the cash price to the cost price is:
 - a) 90% b) 84.5% c) 85.5% d) 78.5%
- 18.) A bill of exchange with nominal value 60,000FRS is negotiated at 90% for a duration of 60days. The commission represents 0.5% of the nominal value. The effective rate of discount is:
- a) 12% b)5% c) 9.5% d) 2% 19.) Given the data: 2, 3, 18, 14, 5, 2. The median is
 - a) 4 b) 7 c) 14 d)
- 20.) What is the sum of 15 terms of a geometric progression with a ratio of 1/5 and whose 1st term is 1,250.
 - a) 2,657.75 b) 1,562.5 c) 1,652.5 d) 2,453.5

- 21.) The 2nd term of a geometric progression is 8 and the 5th term is 27. The common ratio is:
 - a) ³⁄₄ b) 2/3 c) 3/2 d) 2/5
- 22.) In order to acquire a building in 10years time, madam Fifi engages to make regular deposits of 500,000FRS at the end of each year at the rate of 6% p.a. how much would she withdraw at the end of 10years if she increased her deposit to 750,000frs from the 5th year.
 - a) 8,334,227.1F b) 7,418,796.9F c) 6,590,397.47F d) 5,466,787.87F
- 23.) An allowance was shared to three workers inversely proportional to their days of late coming of 3, 2, and 4 days respectively. If the 3rd worker received 60,000FRS, how was shared?
 - a) 135,000FRS b) 180,000FRS c) 260,000FRS d) 240,000FRS
- 24.) Given the following data: 2, 3, 4, 5, x, and 7. what is the value of x if the harmonic mean is 3.836?
 - a) 5 b) 6 c) 5.5 d) 6.25
- 25.) A trader allows on the list price of his goods a trade discount of 20% and a cash of 5%. The ratio of cash price to list price is:
- 1:5 b) 1:20 c) 19:25 d) 19:20