

Question 2

Discuss from an insurance company marketing point of view why do people buy insurance and how do consumers choose which company to buy from. {25}

SECTION C

Answer two questions ONLY from Section C.

Question 1

- a) Discuss the benefits that a life insurance officer will derive from a marketing research. {15}
- b) Outline some reasons why new products/ services fail {10}

Question 2

Advise a medical aid society on the steps that it should follow in developing a marketing strategy for a new product service? {25}

Question 3

Meaningful strategy cannot be developed without external or environmental information. Discuss. {25}

Question 4

There is a shift from selling to buying of services being enhanced, accelerated and caused by the rise of brands. Discuss.

{25}

END OF EXAMINATION