

Student's ID:

In Class Test QUESTION PAPER – Reassessment 2014

Module code: MC5053
Module title: Business Marketing
Module leader: George Milios

Date: July/August 2014
Duration: 1 hour

Exam type: Seen, Closed
Materials supplied: Question Paper and Answer Booklet
Materials permitted: Writing Instruments
Warning: Candidates are warned that possession of unauthorised materials in an examination is a serious assessment offence.

Instructions to candidates:
Candidates will be required to answer **BOTH** questions.
Questions carry equal marks.
Instructions: Start each answer on a separate page in your answer booklet.
NB: QUESTION PAPER MUST BE ATTACHED TO THE ANSWER PAPER
DO NOT TURN PAGE OVER UNTIL INSTRUCTED

INSTRUCTIONS: Answer both questions.

1. While many manufacturers choose a third party to distribute their products across markets many others do not.
 - a. Discuss the pros and cons of distributing products across markets from the point of view of a third party distributor.

(25 marks)
 - b. Discuss the pros and cons of distributing products across markets via third party distributors from the point of view of the manufacturer.

(25 marks)

2. Discuss the principles set out by the World Fair Trade Organisation for firms to follow in their day to day operations.

(50 marks)

END OF PAPER – QUESTION PAPER IS RETAINED

ENTER YOUR STUDENT ID IN THE BOX ON THE FRONT PAGE OF THIS QUESTION PAPER
AND SUBMIT TOGETHER WITH YOUR ANSWER BOOKLET