ExitPass Ethiopia
Marketing Management Exit Exam Questions Analysis Summary

Created for you from our exam datasets from last year's exit and model exam questions. Helps you prepare strategically.

1. Product & Brand Management

🔴 High Focus

- 🔴 Points of Parity (POP) and Points of Difference (POD) **10%**
- 🔴 Brand Elements & Selection Criteria (Logo, Name, URLs, Jingles) **8.5%**
- 🔴 New Product Development (NPD) Stages **7%**

🟠 Moderate Focus

- 🟠 Brand Awareness, Recall, and Recognition **5.7%**
- 🟠 Brand Positioning and Image Act **4.2%**
- 🟠 Brand Personality Trait Perspectives **4.2%**
- 🟠 Revitalizing and Reinforcing Brands over Time **4.2%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Product Levels (Augmented, Potential, Core) **2.8%**
- 🟢 Brand Architecture (Branded House vs. House of Brands) **2.8%**
- 🟢 Brand Equity Models (CBBE) **2.8%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Heavily emphasizes the distinction between unique vs. shared brand associations (POD/POP) and the sequential stages of moving a product from idea to market.
- **Question Types:** Dominated by Conceptual comparisons and Definition-based identification of brand elements.
- **Exam Structure:** Frequently uses negative phrasing (e.g., "Which is NOT," "CANNOT be considered") to test boundary knowledge of concepts.

🎯 **Recommendation:** Focus intensely on the criteria for selecting brand elements and the specific definitions of POD versus POP. Ensure you can identify which NPD stage involves specific activities like "concept testing" versus "business analysis".

📲 **Join us on Telegram:** **@ExitPassEthiopia**

⬇️ **Download Our App on PlayStore** ⬇️

Start your preparation today!

2. Principles of Marketing

🔴 High Focus

- 🔴 Market Segmentation Bases (Demographic, Psychographic, Behavioral) **14%**
- 🔴 Marketing Management Philosophies (Production, Selling, Societal) **11%**
- 🔴 Product Life Cycle (PLC) Stages and Characteristics **6.6%**

🟠 Moderate Focus

- 🟠 Macro and Micro Marketing Environment Forces **5.8%**
- 🟠 Consumer Product Classifications (Convenience, Shopping, Unsought) **5.8%**
- 🟠 Marketing Mix (4Ps) Coordination **4.4%**
- 🟠 Pricing Strategies (Skimming vs. Penetration) **3.6%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Relationship vs. Transactional Marketing **2.2%**
- 🟢 Customer Value and Satisfaction Ratios **2.2%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Core focus on how firms categorize customers (Segmentation) and the evolution of marketing thought (Philosophies).
- **Question Types:** A mix of Conceptual (logic of philosophies) and Scenario-based questions where students must identify a specific force or stage.
- **Exam Structure:** Repetitive use of match-the-path structures, especially for the "Selling" vs "Marketing" concepts.

🎯 **Recommendation:** Prioritize memorizing the specific variables within each segmentation base (e.g., knowing that "lifestyle" is psychographic, not behavioral) and the characteristic sales/profit trends of each PLC stage.

📲 **Join us on Telegram:** **@ExitPassEthiopia**

Download our app

📱 **Playstore link – Click here** ⬆️

3. Agricultural & Commodity Marketing

🔴 High Focus

- 🔴 Marketing Functions (Grading, Standardization, Assembling, Processing) **15.5%**
- 🔴 Ag-Product Characteristics (Perishability, Bulkiness, Seasonality) **13.3%**
- 🔴 Contract Types (Futures, Options, Forward, Hedging) **8.8%**

🟠 Moderate Focus

- 🟠 Price Discovery Systems (Central Market, Formula Pricing) **6.6%**
- 🟠 Storage and Warehousing Objectives **6.6%**
- 🟠 Institutional and Yield Risks **4.4%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Transportation Bill Reduction Measures **2.2%**
- 🟢 Marketing Enterprises (Cooperatives vs. Private) **2.2%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Concentrates on the physical and facilitating functions required to move bulky, perishable goods to market.
- **Question Types:** High percentage of Definition-based questions regarding contract rights and product traits.
- **Exam Structure:** Often uses "Odd One Out" or "Which is different" formatting for standardization and grading factors.

🎯 **Recommendation:** Deeply understand the distinction between "Standardization" (establishing rules) and "Grading" (applying them), and the mechanical difference between a Futures contract and an Option contract.

📲 **Join us on Telegram:** **@ExitPassEthiopia**

Download App

4. Business Marketing (B2B)

🔴 High Focus

- 🔴 B2B Demand Characteristics (Derived, Inelastic, Fluctuating, Joint) **19.6%**
- 🔴 Buying Situations (New Task, Straight Rebuy, Modified Rebuy) **11.4%**
- 🔴 Buying Center Roles (Gatekeepers, Influencers, Deciders) **8.1%**

🟠 Moderate Focus

- 🟠 Industrial Product Classifications (Capital Items, Accessories, MRO) **6.5%**
- 🟠 B2B Market Structures (Oligopoly, Monopoly) **4.9%**
- 🟠 Price Practices (Collusion, Rigging, Predatory) **4.9%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 B2B vs. B2C Campaign Components **3.2%**
- 🟢 Custom-built vs. Proprietary Products **3.2%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** The fundamental reliance of B2B demand on consumer markets (Derived Demand) and the complexity of the organizational buying process.
- **Question Types:** Predominantly Conceptual (demand logic) and Clinical/Scenario-based (identifying a person's role in a DMU).
- **Exam Structure:** Repeatedly tests the 8-step business buying process through definition and sequence questions.

🎯 **Recommendation:** Focus on how demand shifts in B2B (e.g., why demand is inelastic in the short run) and be able to distinguish between roles in the buying center based on provided job descriptions.

📲 **Join us on Telegram:** **@ExitPassEthiopia**

Download our app

5. Consumer Behaviour

🔴 High Focus

- 🔴 Perceptual Process (Selection, Organization, Interpretation, Sensation) **12.8%**
- 🔴 Social/Cultural Influences (Reference Groups, Social Class, Culture) **11.5%**
- 🔴 Consumer Decision-Making Process Stages **11.5%**

🟠 Moderate Focus

- 🟠 Learning Theories (Behavioral, Cognitive, Instrumental) **7.6%**
- 🟠 Motivation Conflicts (Approach-Avoidance, etc.) **6.4%**
- 🟠 Attitude Components (Cognitive, Affective, Conative) **5.1%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Personality Models (Superego/Id/Ego) **3.8%**
- 🟢 Family Life Cycle Roles (Gatekeepers, Buyers) **2.5%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** How individual psychological processes (Perception/Learning) interact with external environmental factors (Culture/Groups).
- **Question Types:** Heavy on Scenario-based questions involving a specific purchase situation (e.g., choosing a job, buying a microwave).
- **Exam Structure:** Frequently asks for the correct sequence of steps in the decision-making or adoption process.

🎯 **Recommendation:** Master the 5-step buyer decision process and the specific definitions of "Sensation" vs "Perception." Understand the three types of motivational conflict as they appear in everyday scenarios.

📲 Join us on Telegram: @ExitPassEthiopia
Download App

6. E-Marketing

🔴 High Focus

- 🔴 E-Commerce Business Models (B2B, B2C, C2C, P2P) **15%**
- 🔴 Online Payment Systems & Parties (Acquiring banks, Merchant accounts) **11.6%**
- 🔴 E-Commerce Security & Threats (Firewalls, SSL, DoS attacks, Phishing) **10%**

🟠 Moderate Focus

- 🟠 Personalization Strategies (Collaborative Filtering, Targeting) **6.6%**
- 🟠 Digital Advertising Types (Banners, Swapping, Rich Media) **6.6%**
- 🟠 Unique Features of E-Commerce (Ubiquity, Global Reach) **6.6%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Revenue Models (Subscription, Transaction fee) **3.3%**
- 🟢 M-Commerce Protocols (Bluetooth, Wi-Fi) **3.3%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Transaction security and the structural models that define how online businesses interact with customers.
- **Question Types:** Definition-based (terms like ubiquity or phishing) and Technical (security functions).
- **Focus Orientation:** Practical application of technology to business transactions.

🎯 **Recommendation:** Understand the "parties" involved in a card transaction (e.g., who the 'acquiring bank' is) and clearly differentiate between the various E-business models like E-tailers vs. Content Providers.

📲 Join us on Telegram: @ExitPassEthiopia
Download app

7. Integrated Marketing Communication (IMC)

🔴 High Focus

- 🔴 Promotion Mix Tool Definitions and Applications **13.2%**
- 🔴 Advertising Appeals (Rational, Emotional, Fear) **9.4%**
- 🔴 IMC Definition & Coordination Logic **7.5%**

🟠 Moderate Focus

- 🟠 Communication Process Elements (Noise, Encoding, Decoding) **5.6%**
- 🟠 Advertising Budgeting Methods (Percentage-of-sales, etc.) **5.6%**
- 🟠 Buyer Readiness Stages **5.6%**
- 🟠 Trade-Oriented Sales Promotions (Allowances, Displays) **3.7%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Publicity vs. Public Relations **3.7%**
- 🟢 Hierarchy of Effect Models **3.7%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** The synergy of various promotional tools and the psychological strategies (Appeals) used to influence consumers.
- **Question Types:** Primarily Conceptual (aims of tools) and Clinical (identifying an appeal in a car ad).
- **Exam Structure:** Frequently asks to identify the "first step" in communication audits or strategy.

🎯 **Recommendation:** Be able to distinguish "Publicity" from "Advertising" based on payment and control, and understand the specific flaws of the "Percentage-of-sales" budget method.

📲 Join us on Telegram: @ExitPassEthiopia
Download our app

8. International Marketing

🔴 High Focus

- 🔴 Market Entry Modes (Exporting, Licensing, Joint Ventures, FDI) **23%**
- 🔴 Trade Barriers & Controls (Tariffs, Quotas, Dumping) **10.1%**
- 🔴 Cultural Environment (Context levels, SRC, Ethnocentrism) **8.6%**

🟠 Moderate Focus

- 🟠 EPRG Framework (Ethnocentric to Geocentric) **5.7%**
- 🟠 Export Documentation & Payment (Letter of Credit, FOB, FAS) **5.7%**
- 🟠 Product Standardization vs. Adaptation **5.7%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Political Risks (Nationalization vs. Domestication) **2.8%**
- 🟢 International PLC (Local Innovation to Imitation) **2.8%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Decisions regarding how to enter foreign markets and managing the risks associated with varying cultures and regulations.
- **Question Types:** Conceptual (risk/reward of entry modes) and Definition-based (trade terms).
- **Focus Orientation:** Strategic problem-solving for global expansion.

🎯 **Recommendation:** Focus on the "Risk vs. Control" hierarchy of entry modes (e.g., why FDI has the highest profit but highest risk) and the specific definitions of "Nationalization" and "Dumping".

📲 Join us on Telegram: @ExitPassEthiopia
Download App

9. Marketing Channel & Logistics Management

🔴 High Focus

- 🔴 Intermediary Types & Tasks (Wholesalers, Retailers, Agents) **16.6%**
- 🔴 Logistics Operations (Inbound, Outbound, Reverse Logistics) **9.7%**
- 🔴 Channel Conflict Types and Resolution Styles **8.3%**

🟠 Moderate Focus

- 🟠 Transportation Drivers and Carrier Pricing **6.9%**
- 🟠 Channel Design Paradigm Stages **5.5%**
- 🟠 Marketing Systems (Vertical - VMS, Horizontal) **4.1%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Reverse Flow Intermediaries **2.7%**
- 🟢 Calculated Number of Contacts **1.3%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** The roles played by middlemen and the operational efficiency of moving goods (Logistics).
- **Question Types:** Definition-based (carrier rates) and Conceptual (logic of why intermediaries are used).
- **Focus Orientation:** Practical management of third-party relationships and physical movement.

🎯 **Recommendation:** Ensure you can distinguish between "Merchant Wholesalers" (take title) and "Agents" (do not take title) and understand the specific resolution styles like "Mediation" vs "Arbitration".

📲 Join us on Telegram: @ExitPassEthiopia
Download our app

10. Marketing Research

🔴 High Focus

- 🔴 Sampling Methods (Probability vs. Non-probability types) **16.1%**
- 🔴 Research Types (Exploratory, Descriptive, Causal, Applied) **14.1%**
- 🔴 Research Process & Design Steps (Problem definition, Objectives) **13.1%**

🟠 Moderate Focus

- 🟠 Data Collection Tools (Questionnaires, Observation, Focus Groups) **10.1%**
- 🟠 Data Analysis Operations (Coding, Editing, Tabulation) **6%**
- 🟠 Variables (Independent, Dependent, Null Hypothesis) **6%**

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Measurement Scales (Nominal, Ordinal, Ratio) **3%**
- 🟢 Literature Review Functions **3%**

📋 **Exam Pattern Summary:**

- **Dominant Themes:** Methodological rigor, specifically how to choose a sample and design a study to solve a problem.
- **Question Types:** Definition-based and Conceptual (which research type fits which problem).
- **Focus Orientation:** Theoretical foundation of scientific inquiry.

🎯 **Recommendation:** Focus on the specific sub-types of sampling (e.g., knowing "Snowball" is non-probability) and the exact order of the research process (Problem Identification is always first).

📲 Join us on Telegram: @ExitPassEthiopia
Download App

11. Sales Management

🔴 High Focus

- 🔴 Personal Selling Process Steps (Prospecting to Closing) 14.4%
- 🔴 Sales Force Organization (Geographic, Product, Customer) 8.6%
- 🔴 Sales Forecasting Techniques (Qualitative vs. Quantitative) 8.6%

🟠 Moderate Focus

- 🟠 Recruitment and Selection Procedures 7.2%
- 🟠 Compensation Plans (Commission, Salary, Hybrid) 5.8%
- 🟠 Sales Quota Types (Activity, Volume, Financial) 5.8%
- 🟠 Training Methods (Role Play, Gaming) 4.3%

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Managerial Skills (Conceptual, Technical) 2.8%
- 🟢 Direct Selling Models 2.8%

📋 **Exam Pattern Summary:**

- **Dominant Themes:** The tactical steps of making a sale and the administrative task of managing a team of sellers.
- **Question Types:** Scenario-based (identifying a forecasting error or a selling stage) and Calculation-based (simple forecasting math).
- **Focus Orientation:** Practical skill-building and organizational efficiency.

🎯 **Recommendation:** Practice identifying the "Prospecting" and "Pre-approach" stages in scenarios and understand when a "Product-based" organization is superior to a "Geographic" one.

📲 Join us on Telegram: @ExitPassEthiopia
Download our app

12. Services Marketing

🔴 High Focus

- 🔴 Unique Service Characteristics (The 4 Is: Intangibility, etc.) 15.8%
- 🔴 The Gaps Model of Service Quality (Gap 1-Gap 5) 11.1%
- 🔴 Service Quality Dimensions (SERVQUAL: Reliability, etc.) 11.1%

🟠 Moderate Focus

- 🟠 Relationship Marketing & Retention Strategies 7.9%
- 🟠 Complainer Categories (Irates, Activists, etc.) 6.3%
- 🟠 Service Recovery & Blueprinting 6.3%
- 🟠 Extended Marketing Mix (7Ps: People, Process, Evidence) 4.7%

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Fairness Types (Interaction, Outcome) 3.1%
- 🟢 Classification of Service Packages 3.1%

📋 **Exam Pattern Summary:**

- **Dominant Themes:** The challenges posed by the non-physical nature of services and the specific points where service delivery can fail (Gaps).
- **Question Types:** Heavily Definition-based (characteristics) and Conceptual (identifying which gap is occurring).
- **Focus Orientation:** Problem-solving for consistency and quality.

🎯 **Recommendation:** Memorize the specific definitions of each Gap in the model and the five SERVQUAL dimensions. Understand how "Perishability" impacts pricing decisions.

📲 Join us on Telegram: @ExitPassEthiopia
Download app

13. Strategic Marketing Management

🔴 High Focus

- 🔴 Strategic Planning Tools (BCG Matrix, SWOT, Five Forces) 16.9%
- 🔴 Growth Strategies (Ansoff Matrix: Penetration, Diversification) 10.7%
- 🔴 Competitive Positions (Leader, Challenger, Nicher) & Attacks 9.2%

🟠 Moderate Focus

- 🟠 Integrative Growth (Vertical and Horizontal Integration) 6.1%
- 🟠 Mission, Vision, and Corporate Objectives 6.1%
- 🟠 SBU Attributes and Identification 5.3%
- 🟠 Generic Competitive Strategies (Cost vs. Differentiation) 4.6%

🟢 Limited (Less Frequent but Still Tested)

- 🟢 Marketing Audit Steps 2.3%
- 🟢 Strategic Drift and Gap Analysis 2.3%

📋 **Exam Pattern Summary:**

- **Dominant Themes:** High-level organizational decision-making and analyzing the competitive landscape.
- **Question Types:** Conceptual (logic of matrices) and Scenario-based (identifying which growth strategy a firm is using).
- **Exam Structure:** Repetitive testing of the "Star/Dog/Cow" quadrants and "Market Leader/Challenger" tactics.

🎯 **Recommendation:** Focus on the specific axes of the BCG Matrix (Market Share vs. Growth) and the Ansoff Matrix (Product vs. Market). Be able to identify "Backward Integration" versus "Diversification" in firm expansion scenarios.

📲 Join us on Telegram: @ExitPassEthiopia
Download our app

✈️ Join us on Telegram: **@ExitPassEthiopia** | Download our app (Google Play)

© 2018 EC ExitPass Ethiopia. All rights reserved.
The data provided here is exclusively based on our own datasets from previous exams. Unauthorized use of this content is prohibited.