



“Investing in Africa’s future”

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE
(CBPLG)**

NMKT 102: MARKETING PRINCIPLES

FINAL EXAMINATIONS

MAY 2020

LECTURER: MR T. NEMAUNGA

INSTRUCTIONS

Answer any ONE of the following **QUESTIONS**.

All questions, are essay questions.

The marks allocated to **each** question are shown at the end of the section.

Marks will be awarded for giving logical examples.

Instructions:

Answer any ONE of the following:

- a) Kotler, (2013), argues that, given the rapid changes in consumer tastes, technology, and competition, companies must develop a steady stream of new products and services, to survive. In detail describe the product development process, explaining why it is important for a Marketing manager to go through each of the stages of the process carefully, especially for a 21st century organization? [25]

- b) You have been hired by Africa University as the new Marketing Director. In detail, explain how you are going to manage the University's Promotion Mix in reaching and attracting new customers to the institution, taking into account the University's differentiation strategy. [25]

- c) Kotler, (2013), argues that consumers do not just buy goods or services; they do it for a reason. You have been hired by Samsung Electronics to lead their marketing team. In detail explain how you as a marketer can facilitate each of the steps of the consumer buying process to the advantage of your company? [25]

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