



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP & GOVERNANCE**

**NMKT 401: MARKETING MANAGEMENT**

**FINAL EXAMINATION**

**NOVEMBER 2022**

**LECTURER: MRS P PENYAYI**

**DURATION: 3 Hours**

**INSTRUCTIONS**

Answer **ALL** Questions in Section A

Answer any **TWO** Question in Section B

Each Section should start on a new page

Marks will be awarded for clear, concise and practical illustrations.

## **SECTION A (ANSWER ALL QUESTIONS)**

1. Explain the difference between:

a) Product and services (2)

b) Total customer benefit and total customer cost (3)

2. In brief explain any four (4) ways that an organisation can employ to build customer loyalty

(10)

3. Identify and briefly explain different levels of a product giving example of each (10)

4. According to Kotler and Armstrong (2006) marketing concept rest on four pillars. Briefly

describe them. (10)

5. Write notes on the following types of digital marketing tools.

a) Mobile marketing                      b) Instagram (5)

## **SECTION B (ANSWER ANY TWO QUESTIONS)**

### **Question 1**

A marketing department is just a team of creative people who want to be a centre of attraction and waste productive scarce resources of the organisation. Discuss this statement.

(20)

**Question 2**

According to Miles and Covin (2000) macro-environmental factors are major external and uncontrollable factors that influence an organization's decision making, affecting its performance and strategies. Demonstrate your understanding of the PESTEL analysis used to analyse the macro –environment of an organisation. (30)

**Question 3**

As a marketing officer in a Research company in Zimbabwe, you have been asked to carry out a research on the sharp decrease in tyre sales at Dunlop Tyre Zimbabwe. Discuss four components of marketing information systems that you are going to use in gathering the relevant research information. (30)

**Question 4**

According to Lovelock and Wirtz (2011), services have five distinctive characteristics that greatly affect the design of marketing programs. Using examples, discuss the key distinguishing characteristics of service marketing and how a marketer can manage the service delivery. (30)

**Question 5**

Critically analyse and discuss the benefits and pitfalls of branding. Use real-life examples to support and illustrate any arguments you make. (30)

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**END OF PAPER**