



COLLEGE OF BUSINESS, PEACE, LEADERSHIP & GOVERNANCE

NMKT 102: PRINCIPLES OF MARKETING

FINAL EXAMINATION

NOVEMBER 2022

LECTURER: MRS P PENYAYI

DURATION: 3 Hours

INSTRUCTIONS

Answer ***ALL*** Questions in Section A

Answer **ANY TWO** Questions 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 following terms
b) Exchange (2)
c) Consumer satisfaction (2)
d) Market positioning (2)
2. In brief explain five (5) stages of consumer decision process (10)
3. List any four (4) functions of marketing department (4)
4. Explain any five (5) differences of consumer markets and business markets (10)
5. Give five (5) reasons why companies segment their markets (10)

SECTION B (ANSWER ANY TWO QUESTIONS)

Question 1

Marketing information systems (MIS) let companies know what customers are buying. Companies use that information to make restocking decisions. Identify and discuss the benefits of MIS. (30)

Question 2

Some new products like electric cars take longer than others to be adopted by consumers. Demonstrate your understanding of the five (5) stages of the adoption process. (30)

Question 3

B2B digital and social media marketing have revolutionized marketing to businesses. With aid of examples, identify and explain any five social media tools used by organisations to market their businesses. (30)

Question 4

The selection of the suitable channel of distribution is one of the important factors of the distribution decision (Kotler et al .2009). Discuss any Five (5) factors that affect this selection. (30)

END OF PAPER