



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NMKT 102: MARKETING PRINCIPLES

END OF SECOND SEMESTER EXAMINATION

APRIL 2022

LECTURER: MR T. NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

Answer ALL **QUESTIONS** in Section A & B.

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

Total marks =100.

Marks will be awarded for a neat presentation.

Section A

Answer ALL Questions

- 1) Though often criticized, the selling concept is particularly appropriate and effective with which of the following types of products?
A) convenience B) shopping C) Specialty D) unsought E) demarketed
- 2) A fast-food chain seeking an easy and low-cost entry into a foreign market would likely choose which of the following avenues?
A) franchising B) Joint venture C) partnerships D) Acquisitions E) Exporting
- 3) The key to delivering customer satisfaction is to match with
A) company performance; the competition's performance
B) company performance; competitive prices
C) relationship building; performance tools
D) company performance ; unique products
E) customer expectations; product performance
- 4) Cognitive dissonance occurs in which stage of the buyer decision making process model?
A) need recognition B) information search C) options evaluation D) Outcomes E) purchase
- 5) A is a good offered either free or at a low cost as an incentive to buy a product.
A) patronage reward B) bribe C) price pack D) premium E) offer
- 6) The stage in the product life cycle that focuses on expanding market and creating product awareness and trail is the:stage.
A) decline B) introduction C) growth D) maturity E) saturation
- 7) are products bought by individuals and organizations for further processing or for use in conducting a business.
A) Services B) consumer products C) industrial products D) specialty products
- 8) All of the following will be ways to segment within the category of psychographic segmentation EXCEPT:
A) social class B) occupation C) lifestyle D) personality E) activities
- 9) The total number of items that the company carries within its product line refers to the..... of the product mix.
A) width B) depth C) length D) consistency E) mix
- 10) consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.
A) differentiation B) market segmentation C) market targeting D) market positioning

- 11) During the first stage of the product life cycle, a marketer's objective most likely will be to.....
 A) maximize market share B) build product awareness C) reduce expenses
 D) defend a position E) diversify into new categories
- 12) environment is the other name for the Micro-External environment?
 A. General B. Task C. Internal D. Societal
- 13) Even though buying roles in the family buying unit has been changing constantly, the has traditionally been the main purchasing agent for the family.
 A) husband B) wife C) teenage children D) housemaid E) grandparent
- 14) A..... is a need that is sufficiently pressing to direct the person to seek satisfaction.
 A) desire B) want C) motive D) demand E) requirement
- 15) According to Kotler, (2012), the most dramatic of the environments that affect marketing and appears to be shaping our world today is the environment.
 A) natural B) demographic C) economic D) technological E) political-legal
- 16) A price reduction to buyers who buy in large volumes is called a:
 A) cash discount B) quantity discount C) business discount D) premium E) trade discount
- 17) When a convenience store manager raised the price of drinks by 10%, she found that the store sold only half as many drinks. The manager's observation indicates that the demand for drinks is highly.....
 A) stable B) inelastic C) elastic D) unstable E) derived
- 18) The fact that services cannot be stored for later use or sale is evidence of their:.....
 A) intangibility B) inseparability C) variability D) perishability E) tangibility
- 19) Richard now has the buying power to purchase the laptop he has wanted for the last six months. Richards's want now has become a(n).....
 A) social need B) demand C) physical need D) self-esteem need E) real product
- 20) A(n) is some combination of products, services, information, or experiences offered to consumers to satisfy a need or want.
 A) market offering B) value proposal C) demand satisfaction D) need proposal E) evoked set
- 21) Selecting which segment of a population of customers to serve is called.....
 A) market segmentation B) positioning C) customization D) target marketing E) niching
- 22) is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
 A) Selling B) Advertising C) Bartering D) Marketing E) Negotiating

- 23) The course of a product's sales and profits over time is called the
A) sales chart B) adoption cycle C) product life-cycle D) growth matrix E) buying process
- 24) A is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.
A) product feature B) sponsorship C) brand D) logo E) Label
- 25) According to the production concept, consumers will favor products that are and
A) satisfying; quality focused B) advertised; affordable C) in high demand; hard to find
D) available; affordable E) segmented; convenient
- 26) A(n) is the set of actual and potential buyers of a product.
A) market B) audience C) group D) segment E) exchange
- 27) Which of the following is the set of benefits a company promises to deliver to customers to satisfy their needs?
A) a guarantee B) low pricing C) customer service D) a value proposition E) an attribute
- 28) Price is the only element in the marketing mix that produces.....
A) revenue B) variable cost C) expenses D) fixed costs E) direct costs
- 29) Which of the following marketing management concepts is more likely to lead to marketing myopia?
A) production B) product C) selling D) marketing E) societal marketing
- 30)are human needs as shaped by individual personality and culture.
A) Needs B) Wants C) Demands D) Values E) Exchanges
- 31) The art and science of choosing target markets and building profitable relationships with them is called.....
A) marketing management B) positioning C) segmentation D) Selling E) differentiation
- 32) When marketers set low expectations for their products, the biggest risk they run is.....
A) disappointing loyal customers B) decreasing customer satisfaction
C) failing to attract enough customers D) failing to understand their customers' needs
E) incorrectly identifying a target market.
- 33) Consumer research, product development, communication, distribution, pricing and service are all core..... activities.
A) exchange B) marketing C) management D) promotion E) relationship management
- 34) A firm that uses the selling concept takes a(n) approach.
A) outside-in B) passive C) inside-out D) societal E) customer service

- 35) The three areas of consideration that should be balanced in the societal marketing concept are consumer wants, society's interests, and
A) human welfares B) want satisfaction C) profits D) Short-run wants E) Long-run needs
- 36) The set of Marketing tools a firm uses to implement its marketing strategy is called the.....
A) promotion mix B) product mix C) Marketing mix D) TQM E) Marketing effort
- 37) The societal marketing concept seeks to establish a balance between consumer short-run wants and consumer.....
A)short-run welfare B)short-run ethics C)long-run welfare D)Value proposition E)wealth
- 38) Melisa enjoys her work at Econet wireless. Her organization understands and anticipates customer needs even better than customers themselves do and creates products and services to meet current and future needs and wants. Melisa's firm practices marketing.
A) customer-driven B) customer-driving C) relationship D) Societal E) social
- 39) Building, keeping, and growing profitable relationships by delivering customer value and satisfaction is called.....
A) customer lifetime value B) customer perceived value C) database marketing
D) customer relationship management E) societal marketing
- 40) Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service?
A) barnacles B) customer evangelists C) butterflies D) full partners E) social customers
- 41) Product is a key element in a company's which may, at one extreme, consists of pure tangible goods, at the other extreme, pure services.
A) brand equity B) marketing mix C) brand extension D) market offering E) profile
- 42) A stage of product development that involves launching a new product into the market is called.....
A) a debut B) an inception C) an initiation D) test marketing E) commercialization
- 43) Which of the following has NOT contributed to the deeper, more interactive nature of today's customer relationships?
A) e-mails B) web sites C) online social networks D) traditional adverts E) video sharing
- 44) It is most accurate to say that customer buy from stores and firms that offer which of the following?
A) the highest value for the dollar B)the highest customer-perceived value
C) the highest level of customer satisfaction D) the most attractive company image

- 45) Peter Tom strengthens his company's connections by treating suppliers, vendors, and distributors as partners in delivering value. What type of management is he practicing?
A)outside partnering B)value chain C)marketing D) supply chain E) partner development
- 46)is the act of obtaining a desired object from someone by offering something in return.
A) Marketing B) Exchange C) bribery D) Value creation E) Donation
- 47) is a process of evaluating each market segment attractiveness and selecting one or more segments to enter.
A) mass marketing B) market segmentation C) market targeting D) market positioning
- 48) The ultimate aim of customer relationship management (CRM) is to produce.....
A)customer equity B)market share C)sales volume D) a database E)higher profit margins
- 49) The final step in the marketing process is
A)capturing value from customers B)creating customer loyalty C)understanding the market
D) creating customer lifetime value E)designing a customer-driven marketing strategy
- 50) are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
A)business products B)convenience products C)services D)emergency products E)brands
- 51) Railroads were once operated based on the thinking that users wanted trains rather than transportation, overlooking the challenge of other modes of transportation. This reflects theconcept.
A) Product B) Production C) Selling D) Marketing E) Societal marketing
- 52) When the economy tightens, customer loyalty and retention becomes..... for marketers.
A) more important B) Less important C) impossible D) dangerous E) wasteful
- 53) Which of the following is most essential to any definition of marketing?
A) demand management B) making a sale C) customer relationships D) making a profit
- 54) Since the beginning of the Great Depression, marketers have been emphasizing the..... of their products more than ever.
A) image B) value C) safety D) personality E) Uniqueness
- 55) Some fast-food outlets offer tasty and convenient food at affordable prices, but in doing so they contribute to a national obesity epidemic and environmental problems. These fast foods outlets overlook the..... philosophy.
A) marketing B) product C) production D) societal marketing E) selling

- 56) Fixed costs..... as the number of units produced increases.
 A) decrease B) increase C) remain constant D) disappear E) level-off
- 57) is a state of deprivation.
 A) intention B) need C) preference D) desire E) necessity
- 58) A company's marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that a company uses to communicate with customers and build relationships. This is also called
 A) services mix B) marketing mix C) integrated marketing D) promotion mix E) sales mix
- 59) involves designing and producing the container or wrapper for a product.
 A) Packaging B) Labeling C) Branding D) Coating E) Wrapping
- 60) The use of short-term incentives to encourage the buying of a product/ service is called.....
 A) personal selling B) direct marketing C) sales promotion D) advertising E) Publicity
- 61) In today's world, marketing should be done by..... employees in an organization.
 A) only marketing B) all C) only sales and technology
 D) only marketing, sales & customer-support E) only management & marketing
- 62) Thomas purchased *Misty lotion*. In comparing his perception of how the lotion made his skin feel and look, to his expectations for *Misty lotion*, Thomas was measuring his level of.....
 A) loyalty B) customer satisfaction C) customer equity D) customer value D) demand
- 63) Which of the following is currently the fastest-growing form of marketing?
 A) societal marketing B) mass media marketing C) Online marketing D) personal marketing
- 64) When Michael Jordan and Tiger Woods use marketing to promote their careers and improve their impact and incomes, they are using:
 A) events marketing B) idea marketing C) nonprofit marketing D) person marketing
- 65) As part of rapid globalization of today's economy, companies are selling more locally produced goods in international markets and
 A) taking a local view of their industry B) reducing competition in their industries
 C) purchasing more supplies abroad D) downplaying concerns for social responsibility
 E) competing solely in traditional marketplaces
- 66) A pair of jeans would be considered a.....good.
 A) convenience B) Specialty C) Shopping D) Unsought E) emergency
- 67) Services are manufactured and consumed simultaneously; they cannot be stored either prior to or after the service encounter. This is referred to as:
 A) intangibility B) perishability C) tangibility D) lack of ownership E) inseparability

- 68) is the stage along the product life cycle where we normally see a firm trying to revamp the image of a product or service.
 A) Growth B) Decline C) Introduction D) Maturity E) Development
- 69) Inventory management by marketers is one sure way of facilitating one of the stages of the consumer buyer decision-making process. Which one?
 A) Need recognition B) Purchase C) information search D) Outcomes E) evaluation
- 70) Fiscal policy is one of the aspects encountered in which area of the macro environment?
 A) Social B) Political C) Economic D) Legal E) Technological
- 71) According to Lauterborn's contributions, which one of the following is not part of the four "Cs" of the marketing mix?
 A) consumer B)Commodity C) Convenience D) Communication E) Cost
- 72) Which group identified in **Roger's innovation adoption model** is most likely to be oldest and most likely to purchase due to external pressure?
 A) Early majority B) laggards C) innovators D) Late majority E) Early adopters
- 73) A(n)..... product is the problem-solving benefit that consumers are really buying when they obtain a product.
 A) core B) augmented C) convenience D) emergency E) actual
- 74) Which one of the following is not part of the task environment?
 A) customers B) suppliers C) Distributors D) producers E) competitors
- 75) buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but sees little differences among alternative brands.
 A) complex B) dissonance –reducing C) habitual D) variety-seeking E) impulse

Section B:

Answer **ALL** questions:

- 1) Draw a well labelled diagram of the marketing system? [7]
- 2) Draw a simple diagram illustrating the five steps of the Consumer buying process?[6]
- 3) Identify any five participants involved in a business buying process? (i.e members of the business buying center) [5]
- 4) Draw a detailed diagram of the product life cycle? [7]

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