



*“Investing in Africa’s future”*

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

**MKT501: MARKETING MANAGEMENT  
END OF SEMESTER FINAL EXAMINATIONS**

**NOVEMBER/ DECEMBER 2019**

**LECTURER: MR T. MASESE**

**DURATION: 3 HRS**

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**INSTRUCTIONS**

Answer **QUESTION 1** and any other **THREE** questions from this paper.

DO NOT repeat material.

Write legibly.

Credit is given to application of theory and practice



## Question 1

You have been invited asked to give a power talk at the Marketers Association of Zimbabwe Student Forum on marketing planning. You are required to outline to the students how to prepare a marketing plan, the sections and a brief description of each of the sections. You can start your presentation using the following words:

“As a marketer, you’ll need a good marketing plan to provide direction and focus for your brand, product, or company. With a detailed plan, any business will be better prepared to launch a new product or build sales for existing products.....” **(25 marks)**

## Question 2

- a. Managing the marketing function begins with a complete analysis of the company’s current situation. Explain how a firm can use the SWOT analysis to analyze its current situation. Using the Ansoff product-market expansion grid discuss how a firm can detect new growth opportunities in the market. **(20 marks)**
- b. What is interactive marketing and why is it important to marketing success? **(5 marks)**

## Question 3

- a. Services have four distinctive characteristics that greatly affect the design of marketing programs. Discuss these characteristics explaining how they influence the role of the marketer. **(10 marks)**
- b. Describe the three steps service firms can take to increase quality control in order to minimize variability in service provision **(7 marks)**
- c. Perishability is not a problem when demand is steady. When demand fluctuates, service firms have problems. Describe the demand and supply side strategies firms can use to minimize the losses associated with service perishability **(8 marks)**

## Question 5

- a. Organizations have particular marketing orientations or philosophies to guide their marketing efforts. Discuss the five marketing philosophies used by organizations in their approach to marketing **(15 marks)**
- b. Discuss the marketing mix for goods from both the marketer and customer’s point of view. How does the marketing mix for services differ from that of goods? **(10 marks)**

## Question 6

- a. A company’s marketing environment consists of the actors and forces outside marketing that affect marketing management’s ability to build and maintain successful relationships with target customers. Discuss the components of a firm’s internal and external environment that marketers need to be concerned about. **(20 marks)**



- b. Briefly explain and distinguish among types of goods: convenience goods: shopping goods; specialty goods, and unsought goods. **(5 marks)**

### **Question 7**

- a. Differentiate between pull and push promotional strategies. When might a marketing organization choose to favor one over the other? **(10 marks)**
- b. Explain any five of the main pricing objectives. How do customers interpret or react to price changes and what determinants of customer sensitivity to price changes **(10 marks)**

### **Question 8**

- a. As a product move through the life cycle, marketers need to adjust their marketing strategies accordingly. Discuss the various strategies used at the introduction and the maturity stages of a product's lifecycle. **(10 marks)**
- b. Discuss the five elements that determine service quality **(10 marks)**
- c. Briefly explain the 3 dimensions of a channel structure **(5 marks)**

### **Question 9**

- a. The market leader leads the industry in developing new products and customer services, distribution effectiveness, and cost cutting. Briefly discuss the strategies used by market leaders to grow their market and to defend it from potential attackers. **(15 marks)**
- b. Whether or not people will remain loyal to a service provider, is influenced by a host of variables. Describe factors that may influence customers switch service providers **(10 marks)**

### **Question 10**

Briefly discuss ANY THREE of the following contemporary issues in marketing management

- a. Social Marketing
- b. Green Marketing
- c. Digital marketing
- d. Cause-based marketing
- e. Content marketing

**END OF PAPER**