



“Investing in Africa’s future”

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

NMKT 102: MARKETING PRINCIPLES

FINAL EXAMINATIONS

NOVEMBER 2019

LECTURER: MR T. NEMAUNGA

DURATION: 3 HRS

INSTRUCTIONS

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

All questions, in Section A, are multiple choice questions.

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

Each correct answer, in section A, is worth one mark.

Section A

- 1) Which one of the following stages is part of the adoption process?
A. alternative evaluation B. Trial C. Need satisfaction D. Innovation E. Growth
- 2) A brand is best defined as the:
A. Product that customers think of when they hear a commercial name.
B. Slogan that customers associate with a product.
C. Tangible and intangible attributes customers associate with a product or service.
D. Colors and typeface that customers associate with a product or service.
- 3) Which portfolio analysis tool classifies SBU according to "Industry attractiveness" and "Business strength"?
A. BCG matrix B. Ansoff Model C. Growth/ Share Matrix D. General Electric approach
- 4) is how a business or organization creates and exchanges products and value with others?
A. Marketing B. Trading C. Selling D. Marketing exchange E. Bartering
- 5) Which of the following describes the definition of skimming pricing?
A. Strategy demands for a higher price for an existing product.
B. Strategy demands for a higher introductory price for a new product.
C. Sets a relatively higher price in the growth stage of the product life cycle.
D. Sets a relatively lower price in the introductory stage of the product life cycle.
- 6) Before beginning the market segmentation process, a firm should:
A. Forecast demand for the coming period.
B. forecast total market potential
C. Forecast market share
D. Select target market segments
E. Identify bases for segmenting markets
- 7) According to Philip Kotler, what is the name of the latest marketing management philosophy?
A. Societal marketing philosophy
B. Holistic marketing philosophy
C. Product philosophy
D. Selling philosophy
E. Marketing philosophy
- 8) When a marketer segments a market according to "Education" and "Religion", which common base of market segmentation is he using?
A. Behavioral base B. Demographics base C. Geographical base D. Psychographical base
- 9) Once a train pulls out of the station, an airplane takes off or film starts, those empty seats are lost and can never be sold. This is referred to as service.....:
A. Inseparability B. Variability C. Perishability D. Intangibility
- 10) The use of sales literature and brochures to give signs about the quality and positioning of the service is an example of:
A. Physical evidence B. Processes C. People D. Products E. Standard

- 11) By lowering prices to attract customers during quieter times and raising prices when demand is at its highest. This is an example of:
A. Differential pricing B. Demand-based pricing C. Service-based pricing D. Intangible pricing
- 12) The purchasing department reorders on a routine basis, very often working from an approved list of suppliers. This is referred to as:
A. New task B. Routine buying C. Straight rebuy D. Modified rebuy.
- 13) In a micro-environmental marketing analysis, banks belong to which sector?
A. Publics B. Suppliers C. Implementors D. Marketing intermediaries E. Customers
- 14) During product development, businesses carry out feasibility analysis. Which of the following is not part of feasibility analysis?
A. Social analysis B. Market analysis C. Economic analysis D. Technical Analysis
- 15) Which of the following is the most recent stage of marketing evolution?
A. Marketing department era B. Production era C. Sales era D. Marketing company era
- 16) Marketing is the process by which companies create..... for customers and build strong customer in order to capture value from customers in return.
A. ads, campaigns B. values, growth C. value, relationships D. products, discounts
- 17) The controllable variables a company puts together to satisfy a target group is called the.....
A. Marketing strategy B. marketing concept C. brand name D. marketing mix E. profile
- 18) A stage of product development that involves launching a new product into the market is called.....
A. commercialization B. an inception C. an initiation D. test marketing E. a debut
- 19) If your company were to make a product, such as a beverage, and sold that product to a retailer, your company would have sold to the market.
A. consumer B. business C. service D. government E. reseller
- 20) 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
- 21) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:
A. Pricing B. Distribution C. Physical Evidence D. Product development E. Promotion
- 22) A consists of a set of buyers who share common needs or characteristics that the company decides to serve.
A. Market target B. Mass Market C. Differentiated market D. Target market
- 23) The following are characteristics of a service, except?
A. Variability B. Inseparability C. Perishability D. Expansibility E. Intangibility
- 24) Vodacom Wireless is launching a new service, called "Kwese Pictures" in the market, the service manager has suggested a pricing strategy because the company's goal is to attract a large number of customers quickly.
A. Market differentiation B. Market oriented C. market skimming D. market penetration

- 25) Which portfolio analysis tool classifies subsidiaries according to "Relative Market Share" and "Market Growth rate"?
- A. Growth/Share Matrix B. Strategic business-plan grid C. Ansoff model D. Marketing plan
- 26) Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of:
- A. Technological environment B. Legal environment C. Economic environment
D. Ecological environment E. Social environment
- 27) Which of the following is not one of Michael Porter's generic model strategies?
- A. Overall cost leadership B. Quality leadership C. Focus D. Differentiation
- 28) Creating competitive advantages begins with a thorough understanding of competitors.....
- A. strategies B. partners C. business D. mission E. environment
- 29) "The difference between a products' perceived performance in delivering value relative to a buyers expectation before a product is purchased". This statement refers to?
- A. Customer Value B. Needs C. Perceived Value D. Satisfaction E. Transaction
- 30) A product that the consumer, during the process of selection and purchase, compares on such bases as suitability, quality, and style is called a(n) product.
- A. Unique B. unsought C. shopping D. convenience
- 31) Thestates the future desired state of the organization?
- A. Operational Strategy B. Mission statement C. Value statement D. Vision Statement
- 32) Which of the following is NOT one of the five stages of the buyer decision process?
- A. Outcomes B. alternative evaluation C. Information search D. Brand recognition
- 33) According to Lauterborn's contributions, which one of the following is not part of the four "4Cs" of the marketing mix?
- A. Consumer B. Commodity C. Convenience D. Cost E. Communication
- 34) Which stage of the product life-cycle do sales increase at a decreasing rate?
- A. Decline B. Maturity C. Saturation D. Introduction E. Growth
- 35): These are low market share business units in high-growth market. i.e. these businesses require a lot of cash to hold their market share, let alone increase it?
- A. Problem child B. Stars C. Cash cows D. Dogs
- 36) This strategy seeks to provide affordable products than the competitors by improving on efficiency of production, distribution and other organizational systems?
- A. Focus strategy B. Differentiation strategy C. Quality strategy D. Cost leader strategy
- 37)is the ability of a product or service to consistently meets or exceed customer expectations?
- A. Quality B. Satisfaction C. Perceived value D. Value proposition E. Loyalty
- 38) Strategies are developed at three levels within the organization. The following are the three levels of planning within the organization, except?
- A. Strategic Level B. Tactical level C. Managerial level D. Operational level
- 39) is a means of involving staff at all levels in effective marketing programmes by enabling them to understand their role within the marketing process.
- A. Viral marketing B. Holistic marketing C. Internal marketing D. Interactive marketing

- 40) A is an aggregate of people who, as individuals or organizations, have needs for products in a product class and who have the ability, willingness and authority to purchase such products.
A. Mass market B. Market target C. Market Place D. Market
- 41) Which of the following is not a marketing positioning strategy?
A. Price B. Profit C. Competitors D. Product class E. market share
- 42) product is the problem-solving benefit that customers are really buying when they obtain a product.
A. A convenience B. An Augmented C. A core D. An emergency E. An Actual
- 43) Product is one of the "4Ps" of the marketing mix. Which one of the following factors does not fall under the product "P"?
A. Laybies B. labeling C. Quality D. Branding E. Packaging
- 44) Which of the following processes best explains the steps a consumer goes through during the buyer decision-making process for new products?
A. Buying process B. Adoption process C. Marketing process D. Purchasing process
- 45) Which stage along the product life cycle do we normally see a firm trying to revamp the image of a product?
A. Decline stage B. Introduction stage C. Decline stage D. Maturity stage
- 46) buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but sees little difference among alternative brands.
A. Variety-seeking B. Dissonance -reducing C. Complex D. Habitual
- 47) According to Phillip Kotler (2004), when human wants are backed by money, they become.....
A. Needs B. Preferences C. Demands D. Value E. Desires
- 48) According to Kotler and Armstrong, the following are major types of buying situations, for the business market, except?
A. Straight Re-buy B. New task C. New Re-buy D. Modified Re-buy
- 49) According to Kotler, et al, consumer products include the following, except?
A. Convenience products B. Specialty products C. Unsought products D. Quality products
- 50) is the process of creating, maintaining and enhancing strong, value-laden relations with customers and other stakeholders
A. Viral Marketing B. Internal Marketing C. Relationship marketing D. Social Marketing
- 51) is the process of developing and maintaining a long-term fit between the organization's goals and capabilities and its changing marketing opportunities.
A. Strategic planning B. Environmental Scanning C. Market Planning D. Business planning
- 52) is the degree of perceived personal importance and relevance accompanying a product within a specific situation.
A. Need recognition B. Positioning C. Involvement D. Internal Marketing
- 53) markets consist of individuals and households that buy goods or services for personal consumption"?
A. Business B. Consumer C. Customer D. Reseller E. International

- 54) Which concept/ philosophy focuses around the product's benefit to the betterment of society as a whole?
 A. Production B. Product C. Societal Marketing D. Marketing E. Selling
- 55)serves as the basis for developing organizational strategies.
 A. Mission statement B. Vision statement C. Corporate goals D. Corporate values
- 56) is the act of obtaining a desired object from someone by giving something in return.
 A. Selling B. Exchange C. Offering D. Transaction E. Marketing
- 57) is a state of deprivation, (Phillip Kotler).
 A. Preference B. Demand C. Need D. Want E. Poverty
- 58) Which of the following is a services marketing mix element?
 A. Value B. Service C. People D. Need E. Performance
- 59) SBU stands for?
 A. Strategic Business Unity
 B. Standard Business Unity
 C. Strategy Business Unit
 D. Strategic Business Unit
- 60)is when an organization uses a successful brand name to introduce additional items in a given product category under the same brand name, such as new flavors, forms, colors, added ingredients, or package size.
 A. Co-branding B. Line extension C. Brand Extension D. Brand Equity
- 61)are low-growth, high market share businesses or products. These established and successful businesses or products need less investment to hold their market share.
 A. Question marks B. Dogs C. Stars D. Cash cows
- 62) is a strategy for company growth by increasing sales of current products to new market segments without changing the product.
 A. Market development B. Market penetration C. Diversification D. Product development
- 63)is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers, by giving the products the greatest strategic advantage over competitor's products.
 A. Market penetration B. Market positioning C. Market targeting D. Product differentiation
- 64)are a set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.
 A. Market forces B. Market mix elements C. Marketing plans D. Marketing strategies
- 65) Mass-communication marketing tools include all of the following except.....
 A. Advertising B. Sales promotion C. personal selling D. public relations
- 66) One primary reason why new innovative products or ideas prove to be unprofitable involves:
 A. Liability and insurance costs.
 B. Advertising requirements
 C. Patent research cost
 D. High research and development costs.

- 67) Which of the following is not a stage within the product development process?
 A. Screening B. Market introduction C. Market test D. Prototype testing
- 68) One of the most expensive stage of the new-product development process is
 A. business analysis B. screening and generation C. new-product strategy development
 D. idea generation E. commercialization
- 69) Products that are bought without detailed comparisons are best classified as
 A. sought products B. unsought products C. convenience products D. unique products
- 70) Products that consist of activities and benefits that are offered for sale are called
 A. Goods B. Services C. Tangibles D. Quality products E. Universal products
- 71) In a company's microenvironment, "customer markets" are of
 A. 6 types B. 5 types C. 7 types D. 2 types E. 3 types
- 72) are the form taken by human needs as they are shaped by culture and individual personality.
 A. Goods B. demands C. Preferences D. Outcomes E. Needs
- 73) Which one of the following statements refers to the maturity stage of the product life cycle?
 A. Product's sales fall
 B. Firm reduces production
 C. Firm introduces a new product
 D. Firm works hard to maintain low prices
 E. Firm works hard to improve the quality of the product
- 74) Which of the following is the correct order of stages of the consumer buying process?
 A. Need recognition, Information search, Alternative evaluation, Outcomes, Purchase.
 B. Need recognition, Alternative evaluation, Information search, Purchase, Outcomes.
 C. Need recognition, Information search, Alternative evaluation, Purchase, Outcomes.
 D. Need recognition, Alternative evaluation, Purchase, Outcomes, Post Purchase behavior.
- 75) environment is the other name for the Micro-External environment?
 A. General B. Industry C. Internal D. Societal E. External

Section B

Answer the following:

In detail explain the Consumer buyer decision-making process, highlighting how marketers can take advantage of each of the steps in the process? [25]

-End of Paper-