



**AFRICA  
UNIVERSITY**

*(A United Methodist-Related Institution)*

***“Investing in Africa’s Future”***

## **FACULTY OF MANAGEMENT AND ADMINISTRATION**

**COURSE TITLE: MKT 102 - PRINCIPLES OF MARKETING**

**SEMESTER 1: FINAL EXAMINATION NOVEMBER 2013-Parallel**

**LECTURER: MR. T NEMAUNGA**

**TIME: 3 HOURS**

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### **INSTRUCTIONS**

Answer **any THREE** questions

Start **each** question on a new page in your answer booklet.

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

Credit will be awarded for logical, systematic and neat presentations.

## **INSTRUCTIONS**

Answer **any** **THREE** Questions

- 1) It is important that marketers know and understand the consumer buying process. In detail, explain the consumer buying process, highlighting why marketers need to have knowledge of the process? [20]
- 2) Segmentation is at the heart of marketing strategy. Explain the importance of market segmentation? In detail explain the various levels of marketing segmentation that a marketer can use to improve the marketing effort? [20]
- 3) Answer the following:
  - a) A ***product*** is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. [Kotler, 1999]. Briefly explain levels of product and provide an example of each? [14]
  - b) Define the following terms:
    - i. Label [1]
    - ii. Service [1]
    - iii. Brand [1]
    - iv. Market skimming pricing [1]
    - v. Product line [1]
    - vi. Brand name [1]
- 4) Answer the following questions:
  - a) Illustrate, a well labeled, product life-cycle stages chart and briefly explain the following product life-cycle stages: [5]
    - i. Inception [2]

ii. Maturity [2]

iii. Decline [2]

**b)** What is a business market? In detail, explain how the business markets differ from consumer markets? [9]

5) Discuss the benefits of direct marketing to customers and companies and the trends fuelling its rapid growth? [20]

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