



*"Investing in Africa's Future"*

## **Faculty of Management and Administration**

**MKT 102 PRINCIPLES OF MARKETING-Parallel Mutare**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2016**

**LECTURER: MRS.T MUPANDUKI**

**DURATION: (3 HRS)**

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### ***INSTRUCTIONS***

1. Answer all questions in Section A and any *three* from Section B
2. All questions should start on a new page

**SECTION A:**

**(ANSWER ALL QUESTIONS IN THIS SECTION)**

1. Define Marketing and describe the value of studying it.  
(10marks)
2. The following terms are commonly met in Marketing. Clearly define each of them:
  - a. Niche (2marks)
  - b. Product positioning (2marks)
  - c. Market offering (2marks)
  - d. Crowd sourcing (2marks)
  - e. Marketing myopia (2marks)
3. Contemporary thinking is that the Marketing Mix Framework should have 7Ps. Explain clearly what each of the 7Ps stands for.  
(7marks)
4. With the help of a diagram, describe the three levels of a product.  
(10marks)
5. Publics are a constituent member of the Company's Micro Environment. Define Publics and give three examples of Publics that may affect a Company's operations. (3marks)

SECTION B:

(ANSWER ANY THREE QUESTION FROM THIS SECTION)

1. Clearly describe the Societal Marketing Concept and justify its relevance in today's business environment.  
(20marks)
2. Define Segmentation and describe the common bases for segmenting a market. (20marks)
3. Define differentiation. With the aid of examples, describe how possibly a Company could make its products stand out from the rest.(20marks)
4. Define Marketing Information System. Describe how a Marketer could successfully build a bankable Marketing System. (20marks)
5. Describe the Maturity Stage of a product in the Product Life Cycle Framework and explain some of the strategies a Marketer could use for the product at this stage.  
(20marks)