



"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MKT 102 – PRINCIPLES OF MARKETING

SEMESTER 2: FINAL EXAMINATION APRIL 2017

LECTURER: MR. T NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

Answer all questions in section A and any ONE question in section B

Start the question, in section B, on a new page in your answer booklet.

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

SECTION A

ANSWER ALL QUESTIONS FROM THIS SECTION:

1. Define Marketing. Clearly explain why it is important to study Marketing.
(10marks)
2. The following are some of the concepts that guide the crafting of Marketing Strategies. Briefly explain each of them:
 - a) the production concept (2marks)
 - b) the product concept (2marks)
 - c) the selling concept (2marks)
 - d) the marketing concept (2marks)
 - e) the societal – marketing concept (2marks)
3. Describe some of the criteria that Marketers could use to evaluate segments for Market Targeting? (5marks)
4. List some of the constituent members of the Micro and Macro Environment of a Company.
(10 marks)
5. In generating new business ideas, describe some of the external sources that Marketers could use to obtain new product ideas. (5marks)

SECTION B:

ANSWER ANY THREE QUESTIONS FROM THIS SECTION

1. Ethical issues have been raised concerning Segmentation of the Market. Could you mention some of them and explain whether they are justified. (20marks)
2. What could be some of the main contributing factors to New Product Development failure? (20marks)
3. Describe some of the benefits that could be derived from analysing the marketing environment. (20marks)
4. Describe Sales Promotion. What are some of the notable advantages of Sales Promotion? (20marks)
5. With the aid of a clear diagram, describe each of the stages of the Product Life Cycle. Explain some of the strategies that could be adopted by the Marketer at each of these different stages.(20marks)

END OF PAPER

PRINCIPLES OF MARKETING

COURSE CODE: MKT 102

SUPPLEMENTARY EXAM: APRIL 2017

SECTION A:

(ANSWER ALL QUESTIONS IN THIS SECTION)

1. Describe what Marketing is all about. **(10marks)**
2. The following terms are commonly met in Marketing. Clearly define each of them:

Marketing mix	(2marks)
Needs	(2marks)
Demand	(2marks)
Exchange	(2marks)
Market targeting	(2marks)
3. How could the following affect the product's quality in the minds of the consumer:

i. Packaging	(3marks)
ii. Distribution	(3marks)
iii. Advertising	(3marks)
iv. Pricing	(3marks)
4. List the steps in the New Product Development Process.
(8marks)

SECTION B:

(ANSWER ANY THREE QUESTIONS FROM THIS SECTION.)

1. What are the five marketing orientations? Which orientation do you believe Econet follows when marketing its products? (20marks)
2. With clear examples, describe the Demographic Segmentation.(20marks)
3. What are some of the advantages of Market Targeting? (20marks)
4. Describe some of the ways a Company could use to differentiate its products.(20marks)
5. Describe the steps in the Marketing Research Process.(20marks)

END OF PAPER
