



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NMKT 102: MARKETING PRINCIPLES

FINAL EXAMINATIONS

MAY 2021

LECTURER: MR T. NEMAUNGA

TIME: 7 HOURS

INSTRUCTIONS

Answer **ONE** question.

All questions, are essay questions.

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

Marks will be awarded for giving logical examples.

1. Sales Promotion is a collection of short-term incentive tools, designed to encourage/ stimulate quicker purchase of particular products/ services by consumers or trade intermediaries. You have been hired by a bread making company, to help them develop different sales promotion techniques to stimulate demand for their bread. In detail, explain how you are going to assist them? [50]
2. The COVID-19 pandemic is likely to result in increased competition for customers and markets, as demand for goods and services is likely to decline due to an economic recession. As a marketing manager, explain in detail, how marketing, as one of the functions of the organization, can help the organization survive this increased competition in the market. [50]
3. Kotler (2013), argues that consumers do not just buy goods or services; they do it for a reason. You have been hired by GTEL Electronics to lead their marketing team as they work towards attracting more consumers to their electronic products. In detail explain how you as a marketer can facilitate each of the steps of the consumer buying process to the advantage of GTEL Electronics. [50]

END OF EXAMINATION
