

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
PRINCIPLES OF MARKETING – CBU 1209**

**SUPPLEMENTARY EXAMINATION - SEPTEMBER 2007
TIME ALLOWED 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- *Answer section A and any three others from section B.*

**Section A
(Compulsory)**

1. The terms “goods and services” distinguish:
 - (a) products from the support mechanisms for them.
 - (b) expensive items from inexpensive ones.
 - (c) physical products from intangible ones.
 - (d) products that meet needs versus products that satisfy wants.
 - (e) all of the above

2. Under the BCG growth-share matrix, relative market share provides:
 - (a) a measure of the company’ strength in the market.
 - (b) the primary information for investment/divestiture decisions.
 - (c) a measure of market attractiveness.
 - (d) a measure of profitability for all products.
 - (e) All of the above

3. Which of the following is not part of the macroenvironmental forces?
 - (a) Demographic forces.
 - (b) Natural forces
 - (c) Technological forces.
 - (d) Supplier forces.
 - (e) Political forces.

4. A simple definition ofis that it is the function that links the consumer, customer, and public to the marketer through information.
 - (a) marketing intelligence.
 - (b) the marketing information system.
 - (c) marketing control
 - (d) marketing management
 - (e) marketing research.

5. Which of the following is not one of the four Ps of marketing that serve as stimuli for consumers?
 - (a) product.
 - (b) place.
 - (c) price.
 - (d) power.
 - (e) promotion.

6. The buying process starts with:
 - (a) attitude formation.
 - (b) need recognition.

- (c) belief awareness.
 - (d) demand formulation.
 - (e) want expression.
7. Business demand is – it ultimately derives from the demand for consumer goods.
- (a) additive demand
 - (b) functional demand
 - (c) derived demand
 - (d) induced demand
 - (e) dependent demand
8. Which of the following can server as a source of expert opinion for sales forecasts?
- (a) Distributors
 - (b) Suppliers
 - (c) Marketing consultants
 - (d) Trade associations
 - (e) All of the above
9. Evaluating each market segment’s attractiveness and selecting one or more of the market segments to enter is called:
- (a) Market segmentation
 - (b) Market targeting
 - (c) Market positioning
 - (d) Market mixing
 - (e) Market promotion
10. Segmenting the market according to awareness, interesti, or desirous would be an example of behavioral segmentation by:
- (a) Purchase occasion.
 - (b) Benefits sought.
 - (c) User status.
 - (d) User rate.
 - (e) Readiness stage.
11. Are activities, benefits, or satisfactions that are offered for sale but do not result in the ownership of anything.
- (a) services
 - (b) consumer goods
 - (c) convenience goods
 - (d) shopping goods
 - (e) unsought goods
12. A detailed version of the new product idea stated in meaningful consumer terms is called a:
- (a) product idea.
 - (b) product perception.
 - (c) product concept.
 - (d) product image.
 - (e) product feeling.
13. Pricing decisions that include the company’s marketing objectives, marketing-mix strategy, costs, and organization are called:
- (a) predominant factors.
 - (b) overt factors.
 - (c) internal factors.
 - (d) strategic factors.

- (e) external factors.
14. Setting a low initial price to attract a large number of buyers quickly and win a large market share is called:
- (a) market-share pricing.
 - (b) market-skimming pricing.
 - (c) market-loss pricing.
 - (d) market competitive pricing.
 - (e) market-penetration pricing.
15. Companies that sell their own products door-to-door or through its own stores uses:
- (a) a direct-marketing channel.
 - (b) a single-middleman channel.
 - (c) a two-level middleman channel.
 - (d) a three-level middleman channel.
 - (e) all of the above.
16. Retailers that are large, low-cost, low-margin, high-volume, self-service and that carry a wide variety of food, laundry, and household products are called:
- (a) speciality stores
 - (b) convenience stores.
 - (c) department stores.
 - (d) supermarkets.
 - (e) superstores.
17. In terms of the communication process, putting thought into symbolic form is called:
- (a) sending
 - (b) encoding
 - (c) receiving
 - (d) decoding
 - (e) responding
18. Keeping the consumers thinking about the product is the objective for which type of advertising?
- (a) Informative advertising.
 - (b) Persuasive advertising.
 - (c) Reminder advertising.
 - (d) Demand-driven advertising.
 - (e) Supply-driven advertising.
19. The simplest sales organization is the:
- (a) command salesforce structure.
 - (b) product salesforce structure.
 - (c) territorial salesforce structure.
 - (d) customer salesforce structure.
 - (e) closed salesforce structure.
20. One reason for emphasizing total customer satisfaction is that:
- (a) even failing to meet high goals will lead to better products and better customer satisfaction.
 - (b) customers who are merely satisfied may easily switch suppliers.
 - (c) it cost much more to satisfy customers but generally gives firms good reputations.
 - (d) all of the above.
 - (e) none of the above.

21. Under the marketing concept, companies gain competitive advantage by:
- (a) outspending the competition in product development.
 - (b) outspending the competition in advertising.
 - (c) investing in salesforce training.
 - (d) designing offers that satisfy target consumer needs better than competitors' offers.
 - (e) all of the above.
22. A tax levied by a foreign government against certain imported products is called a (n):
- (a) quota.
 - (b) barrier.
 - (c) tariff.
 - (d) embargo.
 - (e) index.
23. The attempt to provide signs of service quality, such as designing a bank's physical setting to suggest efficient service is part of the marketer's response to a service's:
- (a) Intangibility.
 - (b) Inseparability.
 - (c) Variability.
 - (d) Perishability.
 - (e) All of the above.
24. Designing products to need replacement sooner than they should from a functional standpoint is typical of which criticism of marketing:
- (a) high prices.
 - (b) deceptive practices.
 - (c) high-pressure selling.
 - (d) shoddy or unsafe products.
 - (e) planned obsolescence.
25. The principle of enlightened marketing that requires the company to seek real product and marketing improvements continuously is called:
- (a) consumer-oriented marketing.
 - (b) innovative marketing.
 - (c) value marketing.
 - (d) sense-of-mission marketing.
 - (e) societal marketing.

SECTION B

Question 2

What do you understand by:

- (a) Product life cycle? **[15 marks]**
- (b) Product positioning? **[10 marks]**

Question 3

Write short notes on the following concepts/terms:

- (a) Physical evidence **[5 marks]**
- (b) Internal marketing **[5 marks]**
- (c) Relationship marketing **[5 marks]**

- (d) E-commerce [5 marks]
(e) Service quality [5 marks]

Question 4

The pricing of goods and services in the Zimbabwean economy is a very futile exercise. Comment on this statement.

[25 marks]

Question 5

Explain each of the four bases for segmenting consumer markets.

[25 marks]

Question 6

Describe the consumer decision process.

[25 marks]

Question 7

Describe the merits and demerits of the various kinds of media that marketers can use to advertise their goods and services.

[25 marks]