

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
DIPLOMA IN MANAGEMENT
MARKETING MANAGEMENT - MDP 1002**

**FINAL EXAMINATION - JANUARY 2008
TIME ALLOWED 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- *Answer any **four** questions.*
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QUESTION 1

With reference to the Zimbabwean environment, discuss how any **five** elements of the task/micro environment affect business operations of an organization of your choice, indicating how you would deal with each element as a marketer? **[25 marks]**

QUESTION 2

An understanding of consumer behaviour forms the foundation to the development of marketing strategies. Discuss. **[25 marks]**

QUESTION 3

Suppose you have been hired by National Railways of Zimbabwe (NRZ), the only operator of rail transport in Zimbabwe, as a Marketing Executive.

- (a) Is it necessary for NRZ to carry out marketing research as a monopoly in the rail transport? Justify your answer. **[16 marks]**
- (b) Briefly describe the three main survey methods which you would use to collect data from NRZ customers. **[9 marks]**

QUESTION 4

Taking advantage of the indigenization drive in Zimbabwe, you have decided to venture into clothing retailing where there are already leaders.

Giving practical examples, discuss any five marketing strategies which you can use to challenge the leaders in this industry. **[25 marks]**

QUESTION 5

- (a) Given the current Zimbabwean economic and political environment, is it necessary to plan in business? **[15 marks]**
- (b) What challenges are you likely to face in your implementation of plans? **[10 marks]**

QUESTION 6

- (a) As a Marketing Consultant, advise a supplier of stationary on the bases he can use to segment his market. **[12 marks]**
- (b) What factors would you consider in evaluating the attractiveness of each segment? **[8 marks]**
- (c) Describe any five positioning strategies that the supplier can use in serving the segments. **[5 marks]**

QUESTION 7

Briefly discuss the following concepts as they apply to business strategies:

- (a) Branding. **[5 marks]**
- (b) Competitor-based pricing **[5 marks]**
- (c) Publicity. **[5 marks]**
- (d) Indirect distribution. **[5 marks]**
- (e) Marketing concept. **[5 marks]**