

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MANAGEMENT DEVELOPMENT PROGRAMME**  
**FEBRUARY 2010 EXAMINATIONS**  
**MARKETING MANAGEMENT - MDP 1002**

**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

- i) All questions carry **25** marks.
- ii) Questions can be answered in any order.
- iii) Credit will be given to the use of appropriate examples.
- iv) This paper contains Seven questions.

**QUESTION 1**

Describe the evolution of marketing and explain the marketing philosophy being used by most companies in Zimbabwe. **[25 Marks]**

**QUESTION 2**

Explain how segmentation, targeting and positioning are related. **[25 Marks]**

**QUESTION 3**

Using a product of your choice, discuss how the marketing mix may be used to market that product. **[25 Marks]**

**QUESTION 4**

Describe the different marketing environments Zimbabwean companies operate in. **[25 Marks]**

**QUESTION 5**

Discuss your understanding of the Product Life Cycle(PLC). **[25 Marks ]**

**QUESTION 6**

Briefly describe the following:-

- a) The consumer decision process. **[5 Marks]**
- b) The role of the Consumer Council of Zimbabwe **[5 Marks]**
- c) Probability sampling methods **[5 Marks]**
- d) Major sections of the marketing plan. **[5 Marks]**
- e) Defensive strategies for market leaders. **[5 Marks]**

**QUESTION 7**

Discuss the factors that influence consumer behaviour. **[25 Marks]**

**END OF EXAMINATION**