

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

PRINCIPLES OF MARKETING – CBU 1209

FINAL EXAMINATIONS APRIL 2014

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer Question One in **Section A**, and any **three** questions in **Section B**.
- (ii) Questions may be written in any order.
- (iii) All questions carry **25** marks each.
- (iv) This paper contains **seven** questions.
- (v) Use relevant examples

Section A

Question 2

Discuss the role marketing has played in the Zimbabwean economy. **[25 Marks]**

Question 3

- a) Identify and discuss the stages in the consumer adoption process for new products. **[13 Marks]**
- b) Under what circumstances may a new product fail? **[12 Marks]**

Question 4

Elaborate on any four characteristics of effective market segmentation. **[25 Marks]**

Question 5

- a) Discuss the concepts of standardization and adaptation as used in international marketing. [25 Marks]

Question 6

Discuss the major reasons why companies may decide to change the price of a product. [25 Marks]

Question 7

Discuss the social criticisms of marketing's impact on:

- a) Individuals. [13 Marks]
b) Society as a whole. [12 Marks]

END OF EXAMINATION