

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PRINCIPLES OF MARKETING – CBU 1209

SUPPLEMENTARY EXAMINATIONS JULY 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 1

1) The three major steps in target marketing are:

- a) Research, evaluation and implementation
- b) Targeting, segmentation and implementation
- c) Segmentation, targeting and positioning
- d) Anticipation, identification and implementation
- e) None of the above

2) Conflicts between different levels of the same channel of distribution are referred to as;

- a) Horizontal conflicts
- b) Vertical conflicts
- c) Lateral conflicts
- d) Parallel conflicts
- e) Cross- channel conflicts

3) The discomfort caused by post purchase conflict is called:

- a) Irritation
- b) Disappointment
- c) Cognitive dissonance
- d) Anger
- e) Purchase rejection

4) Which of the following business concepts has the downside of the possibility of marketing myopia?

- a) Production concept
- b) Marketing concept
- c) Product concept
- d) Relationship marketing concept
- e) Societal concept

5) Theinvolves natural resources that are needed as inputs by marketers or that are affected by marketing activities.

- a) Demographic environment
- b) Economic environment
- c) Natural environment
- d) Technological environment
- e) Political environment

6) The greatest amount of involvement in a foreign market comes through which of the following?

- a) Exporting
- b) Joint venturing
- c) Licencing
- d) Direct investment
- e) All of the above

7) Company missions are best guided by:

- a) Profits
- b) Revenues
- c) Market share
- d) Social forces
- e) A vision

8) is the general term for the buying and selling process that is supported by electronic means.

- a) Internet commerce
- b) Web commerce
- c) Computer commerce
- d) Electronic commerce
- e) None of the above

9) Rolls Royce uses which of the following distribution formats?

- a) Intensive distribution
- b) Selective distribution
- c) Exclusive distribution
- d) Open distribution
- e) None of the above

10) Sources of new product ideas come from all of the following except

- a) Internal sources
- b) Customers
- c) Competitors
- d) Distributors
- e) All of the above are sources for new product ideas

11) A company is practising if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.

- a) Micro marketing
- b) Mass marketing
- c) Segment marketing
- d) Niche marketing
- e) All of the above

12) are products bought by individuals and organisations for further processing or for use in conducting business.

- a) Consumer products
- b) Services
- c) Industrial products
- d) Specialty products
- e) All of the above

13) All of the above would be ways to segment within the psychographic segmentation **except:**

- a) Social class
- b) Occupation
- c) Life style
- d) Personality
- e) Age

14) describes changes in an individual' s behaviour arising from experience.

- a) Modelling
- b) Motivation
- c) Perception
- d) Learning
- e) All of the above

15) Anything that can be offered to a market for acquisition, use, or consumption that might satisfy a need or want is called a(n):

- a) Idea
- b) Demand
- c) Product
- d) Service
- e) All of the above

16) The stage in the product life cycle that focuses on expanding the market and creating product awareness and trial is the:

- a) Decline stage
- b) Introduction stage
- c) Growth stage
- d) Maturity stage
- e) Rejuvenation stage

17) A..... consists of people, equipment, and procedures to gather, sort, analyze, evaluate and distribute needed, timely and accurate information to marketing decision makers.

- a) Management information system
- b) Marketing information system
- c) Financial information system
- d) Management intelligence system
- e) Market scanning procedure

18) Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:

- a) Custom products
- b) Specialty products
- c) Convenience products
- d) Shopping goods
- e) None of the above

19) Problems associated with secondary data include:

- a) Relevance
- b) Accuracy
- c) Currency
- d) Impartiality
- e) All of the above

20) Which of the following is **not** one of the five stages of the buyer decision process?

- a) Need recognition
- b) Brand identification
- c) Information search
- d) Purchase decision
- e) None of the above

21) The individuals and households who buy goods and services for personal consumption combine to make up the:

- a) Total market
- b) Consumer market
- c) Re-buy market
- d) Cash market
- e) Industrial market

22) A price reduction to buyers who buy in large volumes is called a(n):

- a) Large volumes discount
- b) Quantity discount
- c) Cash discount
- d) Seasonal discount
- e) Trade discount

23) The collection of businesses that make up the company is called its:

- a) Core business
- b) Business matrix
- c) Business portfolio
- d) Corporate holdings
- e) Stock mix

24) The decision to phase out an SBU and use the resources elsewhere in the company is called astrategy.

- a) Build
- b) Harvest
- c) Hold
- d) Divest
- e) Restructure

25) is a strategy of using a successful brand name to launch a new or modified product in a new category.

- a) Duo branding
- b) Line extension
- c) Brand extension
- d) Multi branding
- e) Co- branding

Question 2

With the aid of examples, assess the various factors that influence pricing decisions in any firm of your choice.

[25 Marks]

Question 3

Explain the unique characteristics of services and discuss the strategies that can be employed by marketers to successfully deliver competitive service offerings.

[25 Marks]

Question 4

a) Discuss any five factors that make it imperative for a firm to directly distribute its products. **[10 Marks]**

b) Explain the three distribution strategies that can be employed by an organisation in order to support the achievement of marketing objectives. **[15 Marks]**

Question 5

Demonstrate your understanding of the following terms as used in marketing;

a) Early Adopters **[5marks]**

b) Selective Distribution **[5marks]**

c) Foreign Direct Investment **[5marks]**

d) Marketing Research Process **[5marks]**

e) Sales Promotion **[5marks]**

Question 6

Discuss any five philosophers in the evolution of marketing.

[25 Marks]

Question 7

Explain how business markets differ from consumer markets.

[25 Marks]

END OF EXAMINATION