



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PRINCIPLES OF MARKETING

CBU 1209

Second semester examination paper

April 2015

This examination paper consists of 9 pages

Time allowed: 3 hours

Total Marks: 100

INSTRUCTIONS TO CANDIDATES

Answer **All** questions in **Section A** and any other **three** questions from section B.

INFORMATION TO CANDIDATES

- (i) **Section A** carries **25** marks.
- (ii) Questions may be answered in any order.
- (iii) As much as possible, use relevant examples.
- (iv) This paper contains **seven** questions.

MARK ALLOCATION

Question	Mark Allocation
Section A	25
1	25
2	22
3	25
4	25
5	25
6	25
Total (for four questions)	100

SECTION A Compulsory

1. A marriage counselor charging a couple for a missed appointment is an example of which characteristic of services?
 - a) Intangibility
 - b) Variability
 - c) Perishability
 - d) Inseparability
 - e) All of the above

2. In international marketing, a company that uses a standardized marketing mix;
 - a) Sells one product globally
 - b) Uses the same marketing strategy throughout its target markets
 - c) Has links with several international companies
 - d) Is one of the best companies in the world
 - e) All of the above are correct

3. Your marketing department is currently researching the size, density, location, age, and occupations of your target market. Which environment is being researched on?
 - a) Demographic
 - b) Psychographic
 - c) Economic
 - d) Geographic
 - e) Ethnicity

4. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
 - a) Marketing intelligence
 - b) Marketing research
 - c) Customer profiles
 - d) Internal databases
 - e) Marketing decision support systems

5. Cognitive dissonance occurs in which stage of the buyer decision process model?
- Need recognition
 - Information search
 - Evaluation of alternatives
 - Post purchase behavior
 - After sales service
6. The following is an objective of a descriptive research ;
- To describe marketing problems, situations or markets such as the market potential for a product
 - Gather preliminary information that will help define problems and suggest hypothesis
 - To test hypothesis about cause -and effect relationships
 - To develop a plan for gathering data efficiently an presenting the plan to the marketing manager
 - A and C are correct
7. The following illustrates the buyer decision process;
- Advertising, need recognition, evaluation of alternatives, purchase decision and satisfaction
 - Information search, need recognition, alternative evaluation, purchase decision and post purchase conflict
 - Promotion, need recognition, , evaluation of alternatives, purchase decision and satisfaction
 - Alternative evaluation ,information search, purchase decision and post purchase behavior
 - Need recognition, information search evaluation of alternatives, purchase decision and post purchase behavior

8. Theholds that customers will favor products that are available and highly affordable.
- a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Marketing concept
 - e) Societal marketing concept
9. Laws passed to define and prevent unfair competition are part of the legislation designed to:
- a) Promote entrepreneurism
 - b) To protect consumers from unfair business practices
 - c) Protect companies from each other
 - d) Protect the interests of society from unrestrained business behavior
 - e) Change how government agencies enforce laws
10. Marketing research is used to:
- a) Identify and define marketing opportunities
 - b) Generate, refine and evaluate marketing actions
 - c) Monitor marketing performance
 - d) Improve understanding of the marketing process
 - e) All of the above
11. A company faces several major decisions in international marketing. The first of these decisions is often to:
- a) Deciding whether to go international
 - b) Looking at the global marketing environment
 - c) Deciding which markets to enter
 - d) Deciding how to enter the markets
 - e) Deciding on the marketing program

12. If a company were to make designer suits and sold these products to a retailer, this company would have sold to the market

- a) Business
- b) Industrial market
- c) Reseller
- d) Service
- e) None of the above

13. A describes government limit on the amount of its foreign exchange with other countries and on its exchange rate against other countries.

- a) Embargo
- b) Quota
- c) Tariff
- d) Tariff trade barrier
- e) Exchange control

14. is an organizational movement of concerned citizens and government agencies

- a) Environmentalism
- b) Pressure group
- c) Consumerism
- d) Environmental sustainability
- e) A and C are correct

15. The set of buyers who share common needs or characteristics that the company decides to serve is called a:

- a) Market target.
- b) Target market.
- c) Market position.
- d) Market segment.
- e) All of the above.

16. Which of the following is not a characteristic of an actual product?

- a) Quality level.
- b) Features.
- c) Design.
- d) Packaging.
- e) All of the above are possible features.

17. Decisions about product quality, features, and design relate to which of the following?

- a) Product attributes.
- b) Branding.
- c) Packaging.
- d) Labeling.
- e) All of the above.

18. 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.

19. Comparing the company's products and processes to those of the competitors or leading firms in the other industries to find new ways to improve quality and performance is called:

- a) Customer value analysis
- b) Benchmarking
- c) Customer competitor matrix
- d) Value added competition
- e) Standards based evaluation

20. Consumer goods that the consumers do not know about or does not normally think about buying are called:

- a) Convenience goods
- b) Available goods
- c) Specialty goods
- d) Shopping goods
- e) Unsought goods

21. An increased interest in cooperate ethics is a typical of:

- a) Rapid globalization
- b) The changing world order
- c) The call for greater social responsibility in business
- d) The changing world economy
- e) All of the above

22. The process of subdividing a market into distinct groups of buyers with different needs, characteristics, or behaviors is called:

- a) Demand forecasting
- b) Market segmentation
- c) Market targeting
- d) Market positioning
- e) None of the above

23. 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

24. Laws passed to define and prevent unfair competition are part of the legislation designed to:

- a) Promote entrepreneurship
- b) To protect consumers from unfair business practices
- c) Protect companies from each other
- d) Protect the interests of society from unrestrained business behavior
- e) Change how government agencies enforce laws

25. 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

SECTION B

Question 1

- a) Compare and contrast between a single-party selling system and an assisted marketing system. **(10 Marks)**
- b) Distinguish between the different types of channel members with emphasis on their functions. **(15 Marks)**

Question 2

Discuss the different steps of the New Product Development process that an organization goes through before introducing a product into a market. **(25 Marks)**

Question 3

Discuss the social criticisms of marketing's impact on individuals and society as a whole. **(25 Marks)**

Question 4

Assess the importance of the SWOT analysis in formulating a competitive business strategy. **(25 Marks)**

Question 5

Analyse **any three** international marketing entry strategies marketers may use when venturing into international markets. **(25 Marks)**

Question 6

Discuss any **five** marketing orientations in the evolution of marketing, highlighting the circumstances under which each is best employed. **(25 marks)**

END OF EXAMINATION