

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF INDUSTRIAL TECHNOLOGY

DEPARTMENT OF INDUSTRIAL ENGINEERING

BUSINESS STUDIES I (Marketing) - TIE 3117

1st SEMESTER EXAMINATIONS NOVEMBER/DECEMBER 1999

Time Allowed: 3 Hours

Instructions: Answer any **Five** questions. All questions carry equal marks

- Qu. 1 (a) Marketing plays an important role in society. Define marketing and highlight its role in society. [8]
- (b) In detail describe how the field of marketing evolved from production orientation to societal marketing. [12]
- Qu. 2 Define Marketing Information Systems (MIS). Discuss the importance of Marketing Research as a component of MIS. [20]
- Qu. 3 Using a product of your choice, discuss the following:
- (a) segmentation [7]
- (b) targeting [7]
- (c) positioning [6]
- Qu. 4 Why is the study of consumer behaviour important in marketing? [20]
- Qu. 5 Describe the challenges faced by marketers in Zimbabwe in dealing with the external environment when making strategic decisions. [20]
- Qu. 6 Discuss how you would go about promoting an industrial product of your own choice. [20]
- Qu. 7 (a) What is the difference between a product and a service? [5]
- (b) Describe the main characteristics of services. [15]

- Qu. 8 (a) What is International marketing? [4]
- (b) Discuss the most important factors an organisation would consider in order to be involved in international marketing. [16]

END OF EXAM