

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



FACULTY OF INDUSTRIAL TECHNOLOGY

DEPARTMENT OF INDUSTRIAL AND MANUFACTURING ENGINEERING

B-Eng Hons Industrial and Manufacturing Engineering

Main Examination

COURSE : BUSINESS STUDIES

CODE : TIE 3117

DATE : JANUARY 2013

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** in section A and any **THREE** questions from section B.

INFORMATION TO CANDIDATE

- (i) Questions may be written in any order.
- (ii) All questions carry **25** marks each.
- (iii) This paper contains **seven** questions.

Credit will be given for the use of appropriate examples.

SECTION A: COMPULSORY

QUESTION 1

- 1.1 The use of marketing campaigns by government agencies to effect a change in behavior such as conservation of energy or to discourage smoking is called:
- a) Government marketing
 - b) Social control
 - c) Thought control
 - d) Social marketing
 - e) Transactional marketing
- 1.2 All of the following statements are true except:
- a) A product is anything that can be offered to a market to satisfy a need or a want.
 - b) A product can be a physical object.
 - c) A product can be something other than a physical product.
 - d) The importance of physical objects is in the benefits they provide.
 - e) All of the above are true
- 1.3 Theholds that consumers will favour products that offer the most quality, performance and innovative features:
- a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Marketing concept
 - e) Societal marketing concept
- 1.4 Company missions are best guided by:
- a) Profits
 - b) Revenues
 - c) Market share
 - d) Social forces
 - e) A vision
- 1.5 The type of customer market that consists of individuals and households that buy goods and services for personal consumption is called a (an):
- a) Industrial market
 - b) Consumer market
 - c) Reseller market
 - d) Government market
 - e) International market

- 1.6 Which of the following statements about marketing information systems is true?
- a) The MIS begins and ends with marketing managers
 - b) The MIS interacts with these managers to assess their informational needs
 - c) The MIS develops needed information from internal company records, marketing intelligence activities, and the marketing research process.
 - d) The MIS processes information analysis to make it more useful
 - e) All of the above
- 1.7consists of information gathered from sources within the company to evaluate marketing performance and to detect marketing problems and opportunities:
- a) Marketing intelligence
 - b) Internal records information
 - c) Marketing research
 - d) Competitor analysis
 - e) The marketing effectiveness index
- 1.8is the approach best suited for gathering descriptive information:
- a) Observational research
 - b) Survey research
 - c) Experimental research
 - d) Quasi-experimental research
 - e) Social research
- 1.9 A combination of occupation, income, education, wealth, and other related variables are used to determine:
- a) Culture
 - b) Subculture
 - c) Social class
 - d) Class standing
 - e) Cultural sophistication
- 1.10 The type of purchases for which group influence is strongest are:
- a) convenience purchases
 - b) consumptive purchases
 - c) conspicuous purchases
 - d) conventional purchases
 - e) counterattitudinal purchases

- 1.11 A..... is a need that is sufficiently pressing to direct the person to seek satisfaction.
- a) Motive
 - b) Want
 - c) Demand
 - d) Requirement
 - e) All the above
- 1.12 Which of the following is among the basic concepts used to explain consumer-evaluation processes?
- a) Benefits or products attribute
 - b) Degree of importance of each attribute
 - c) Brand beliefs
 - d) Utility functions of each attribute
 - e) All of the above
- 1.13 The discomfort caused by post purchase conflict is called:
- a) Irritation
 - b) Disappointment
 - c) Cognitive dissonance
 - d) Affective asynchronicity
 - e) Purchase rejection
- 1.14 According to the BCG growth-share matrix, which type of SBU may generate enough cash to maintain itself but does not appear to be a source of extra profits?
- a) Stars
 - b) Cash cows
 - c) Question marks
 - d) Dogs
 - e) Gold fish
- 1.15 Presenting the research plan to marketing management is part of which step in the marketing research process?
- a) Defining the problem and research objectives
 - b) Developing the research plan
 - c) Implementing the research plan
 - d) Interpreting and reporting the findings
 - e) All the above

- 1.16 When the consumer tries a new product on a small scale to improve his/her estimate of its value, he/she is in which stage?
- a) Awareness
 - b) Interest
 - c) Evaluation
 - d) Trial
 - e) Adoption
- 1.17 Schools, hospital, nursing homes, and prisons are all examples of:
- a) The organizational market
 - b) The private sector market
 - c) The public sector market
 - d) Institutional market
 - e) Government market
- 1.18 In terms of adopter, groups, those who are suspicious of innovations are called:
- a) innovators
 - b) early adopters
 - c) early majority
 - d) late majority
 - e) laggards
- 1.19 Potential buyers for a product or service have which of the following characteristics?
- a) Interest, time, access
 - b) Interest, mobility, income
 - c) Interest, income, access
 - d) Interest, awareness, access
 - e) Interest, income, awareness
- 1.20 Evaluating each market segment's attractiveness and selecting one or more of the market segments to enter is called:
- a) Market segmentation
 - b) Market targeting
 - c) Market positioning
 - d) Market mixing
 - e) Market promotion

- 1.21 Dividing markets by such characteristics as young, single, or married are examples of which type of demographic segmentation?
- a) Age
 - b) Gender
 - c) Family size
 - d) Family life cycle
 - e) Education
- 1.22 Market segmentation by quality, service, or economy would be an example of behavioral segmentation by:
- a) Purchase occasion
 - b) Benefits sought
 - c) User status
 - d) User rate
 - e) Readiness stage
- 1.23 Ignoring market segment differences and making a single offer available to the entire market is called:
- a) Undifferentiated marketing
 - b) Differentiated marketing
 - c) Concentrated marketing
 - d) Compacted marketing
 - e) Egalitarian marketing
- 1.24 Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation?
- a) Product
 - b) Services
 - c) Personnel
 - d) Image
 - e) All of the above
- 1.25 Shipping by air
- a) Generally increases handlin' costs
 - b) Is generally the most economical transportation method
 - c) Is most useful for smaller, high-value items
 - d) All the above are true
 - e) None of the above is true.

SECTION B

QUESTION 2

‘Porter’s five forces framework is a useful tool used by Marketers to analyze the competitive environment.’ Describe how marketers use Porter’s model to scan the environment, highlighting its differences with a SWOT analysis. **[25 marks]**

QUESTION 3

Discuss the strategies used by marketers as products move along the stages of the product life cycle. **[25 marks]**

QUESTION 4

Describe the Boston Consulting Group (BCG) matrix usefulness in evaluating the performance of different strategic business units of an organization. **[25 marks]**

QUESTION 5

- (a) Explain any five factors to be considered in selecting a distribution channel. **[15 marks]**
- (b) Describe the three distribution strategies that can be employed by a marketer to support the achievement of marketing objectives. **[10 marks]**

QUESTION 6

Discuss the importance of the promotional elements employed in an integrated promotional mix. **[25 marks]**

QUESTION 7

Describe the stages that consumers go through when making a purchase decision. Use practical examples where necessary. **[25 marks]**

END OF EXAMINATION