

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF INDUSTRIAL TECHNOLOGY

DEPARTMENT OF INDUSTRIAL & MANUFACTURING ENGINEERING

Bachelor of Engineering Honours Degree Industrial & Manufacturing Engineering

Business Studies II (Marketing) – TIE 3217

2ND SEMESTER EXAMINATIONS AUGUST 2009

Time Allowed 3 hours

Instructions to Candidates

- i) Answer any **FOUR** questions
- ii) All questions carry **25** marks

QUESTION 1

Define marketing and show why it is useful for business organizations. [25]

QUESTION 2

- a) Explain why business organizations need to regularly do a market research. [5]
- b) Write notes to show the differences between the following pairs of concepts:
 - i) Data and information [5]
 - ii) Primary and Secondary data [5]
 - iii) Exploratory and descriptive research [5]
 - iv) e-mail and the Internet [5]

QUESTION 3

- a) Why should companies do an environmental analysis? [5]
- c) Fully describe any **FOUR** elements of the PESTLEC analysis used to scan the business environment. [20]

QUESTION 4

- a) Write brief notes on the Four stages of the Product Life Cycle (giving examples) [20]
- b) In your own opinion is this concept realistic? Why? [5]

QUESTION 5

- a) What is the marketing concept? [10]
- b) Briefly explain the stages followed in selecting target markets [15]

QUESTION 6

- a) What is market segmentation? [5]
- b) Explain the following concepts in market segmentation.
 - i) niche marketing [5]
 - ii) mass marketing [5]
 - iii) psychographic segmentation [5]
 - iv) demographic segmentation [5]

END OF EXAM