NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF TEXTILE TECHNOLOGY
FINAL EXAMINATIONS DECEMBER 2004
MARKETING TXT 2115
TIME: 3HOURS

INSTRUCTIONS

Answer 5 questions. Question 1 is compulsory. All questions carry equal marks

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SECTION A – answer question 1 and any other 4 questions

1.   Without Marketing Research there can be no Marketing. To what extend do you
         believe this statement to be true.   (20 marks)

2.   (a)   Define Market Segmentation   (5 marks)

         (b)   If you were the Marketing Manager of Bata Shoe Company, how would
                  you segment the market?   (15 marks)

3.   Show how the PLC – Product Life Cycle is a useful Planning tool. (20 marks)

4.   (a)   Draw a Positioning matrix of a market of your choice.   (5 marks)

         (c)   Show with successive matrices, how the market has changed and where
                  you predict it will be in 3 years time.   (15 marks)

5.   Explain, with examples, each of the following:-

                  a. Customer   (5 marks)
                  b. Consumer   (5 marks)
                  c. Sales Promotion   (5 marks)
                  d. Personal Selling   (5 marks)

6.   A friend is considering whether to apply for a post as a Marketing Manager. In a
         letter to your friend describe what the job will entail.   (20 marks)

7.   The original 4Ps of Marketing have since been extended to 7 Ps. Briefly explain

each of the 7Ps and how they are interrelated. (20 marks)

8.   (a)   What is the after market? (10 marks)

        (b)   Show, with examples, why the after market is of special importance to Marketing Management. (10 marks)

9.   Explain the key aspect, which distinguish Industrial from Consumer Marketing.
(20 marks)

10.   Demonstrate how Maslow's hierarchy of need has been used in Marketing
(20 marks)

END OF QUESTION PAPER