

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF TEXTILE TECHNOLOGY

FINAL EXAMINATIONS MAY 2005

TEXTILE MARKETING TXT 4235

TIME: 3 HOURS

INSTRUCTIONS

Answer ANY 5 questions

1. Write short notes on the following; giving relevant examples drawn from the textile and clothing industry.
 - (i) Branding.
 - (ii) Marketing Audit
 - (iii) Concept testing
 - (iv) Physical Distribution
 - (v) Product Life Cycle
 - (vi) Price Discrimination
 - (vii) Trade Promotion
 - (viii) Market Penetration Strategy
 - (ix) Diversification Strategy
 - (x) Market Niche (20 marks)
2. Explain the *internal* and *external* factors which influence the price of textile and clothing products. (20 marks)
3. Discuss the unfolding scenario for the Zimbabwean Textile and Clothing Sector in the light of the new set up in global trade. Your discussion should include opportunities and obstacles faced by local manufacturers. (20 marks).
4. (i) What is a **marketing plan**? (5 marks)
(ii) Briefly discuss its importance to a textile or clothing organisation. (15 marks).
5. New product development is important to the success of marketing. Discuss. (20 marks).
6. “A very good marketing department within a textile organisation may not necessarily result in improved sales.” Discuss. (20 marks)
7. (i) What are some of the factors involved in setting up a marketing channel? (10 marks)

(ii) Suggest some alternative channels for a textile company with which you are familiar. (10 marks).

8. Explain the “ levels of the product concept” as it applies to textile and clothing sectors. (20 marks)

END OF QUESTION PAPER