

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**DEPARTMENT OF TEXTILE TECHNOLOGY
SUPPLEMENTARY EXAMINATIONS JULY 2006
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. “A very good marketing department within a textile organisation may not necessarily result in improved sales.” Discuss. (20 marks)
5. (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).
6. Explain the “levels of the product concept” as it applies to textile and clothing sectors. (20 marks)
7. A Blanket manufacturer intends to introduce a new produce (a comforter). What steps would you expect to be followed prior to the produce getting to the final consumer?

END OF QUESTION PAPER

