

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF TEXTILE TECHNOLOGY
END OF SEMESTER EXAMINATIONS DECEMBER 2003
MARKETING TXT 2115
TIME: 2 HOURS 30 MINS

INSTRUCTIONS

Answer **ALL** questions from Section A and **ANY THREE** from section B. Section A carries 60 marks and each question in section B carries 20 marks. Allocate 60 minutes to section A and 90 minutes to section B.

SECTION A

Answer **ALL** questions in this section.

1. (a) Explain the difference between a brand and a product. (4 marks)
- (b) How can a marketer differentiate a commodity item such as cotton? (8 marks)
2. (a) Define the elements that make up a communication mix. (4 marks)
- (b) How do the communication mixes reinforce the process of selling to the customer? (6 marks)
3. Write about a paragraph on any four of the following.
 - (i) Product orientation (2 marks)
 - (ii) marketing intelligence (2 marks)
 - (iii) physical distribution (2 marks)
 - (iv) sponsorship (2 marks)
 - (v) test marketing (2 marks)
4. Outline a pricing setting process a marketer would follow to come up with the right price for the product service. (10 marks)

SECTION B

Answer any **THREE** questions in this Section.

1. Illustrate the stages of product/service development, highlighting the crucial marketing decisions undertaken in each stage. (20 marks)
2. Show how e-commerce has impacted on the marketing of consumer and industrial goods.
3. Discuss how packaging has revolutionised the marketing of goods. (20 marks)
4. What are the elements that embrace culture and how can international marketers apply them in formulating marketing strategies. (20 marks)
5. Why do consumers buy the way they do? (20 marks)

END OF QUESTION PAPER