



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF ENGINEERING
DEPARTMENT OF FIBRE AND POLYMER MATERIALS ENGINEERING
TFE 5204 PRINCIPLES OF MARKETING

Second Semester Examination Paper

March 2025

This examination paper consists of 3 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: NONE

Examiner's Name: DR P. GONDE

INSTRUCTIONS:

1. Answer **QUESTION 1** and **ANY OTHER THREE** questions. Each question carries **25 Marks**. This paper contains **SIX** questions.
2. The first fifteen minutes should be spent reading the question paper and making notes.
3. **Do not** open your answer sheet until told to do so.
4. Marks will be awarded for skill in appreciating the scope of questions, clarity of argument and conciseness of presentation as well as for the knowledge displayed by a candidate

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

QUESTION 1

Explain the following terms as used in the Principles of Marketing concepts:

- a. Market segmentation. [3 Marks]
- b. Marketing environment. [3 Marks]
- c. Value proposition. [3 Marks]
- d. Customer satisfaction. [3 Marks]
- e. Derived demand. [3 Marks]
- f. Societal marketing. [3 Marks]
- g. Marketing research. [4 Marks]
- h. Market targeting. [3 Marks]

QUESTION 2

- a. Illustrating with examples in the context of polymers, explain a company's microenvironment concept. [15 Marks]
- b. Explain the characteristics of services and suggest remedial measures how the problem arising through these characteristics can be removed. [10 Marks]

QUESTION 3

- a. Explain the new product life-cycle using a polymer product of your choice. [15 Marks]
- b. Explain the nature and importance of marketing channels. [10 Marks]

QUESTION 4

Discuss the marketing mix in the context of textiles. [25 Marks]

QUESTION 5

Discuss how polymer industries are segmenting consumer markets. [25 Marks]

QUESTION 6

Compare and contrast consumer needs, wants, and demand. [25 Marks]

END OF EXAMINATION QUESTION PAPER