



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF SCIENCE AND TECHNOLOGY EDUCATION
DEPARTMENT OF SCIENCE, MATHEMATICS & TECHNOLOGY
EDUCATION.**

PDT 2125 Design Marketing

**Main Examination Paper
November 2024**

This examination consists of 3 pages

Time: 3 hours

Total marks: 100

Instructor: Prof. F.N. Tlou

INSTRUCTIONS

1. Answer **Question One** and any other **Three** questions of your choice.
2. Each question carries **25 marks**
3. Begin each question on a fresh page.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5	25
6	25
TOTAL	100

Question 1

Explain the following Marketing related concepts

1. Advertising [5 marks]
2. Competition [5 marks]
3. Branding [5 marks]
4. Design [5 marks]
- 5 Logo [5 marks]

Question 2

Examine the challenges faced by upcoming designers in marketing design products.

[25 marks]

Question 3

Justify the inclusion of the Design Marketing Module for Design Students. [25 marks]

Question 4

Assess any five advantages of using promotion as a marketing strategy for design products.

[25 marks]

Question 5

Giving five credible arguments, examine how competition can make or break the retail of a design product. [25 marks]

The End