



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF THE BUILT ENVIRONMENT

DEPARTMENT OF PROPERTY STUDIES AND URBAN DESIGN

REAL ESTATE PROPERTY MARKETING

BLP4205

Examination Paper

February 2025

This examination paper consists of 3 pages

Time Allowed: 3 hours

Total Marks: 100

Examiner's Name: Mr. J Mlotshwa

INSTRUCTIONS

1. Answer any four (4) questions
2. Each question carries 25 marks
3. Where required give examples

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25
TOTAL FOR ANY FOUR (4) QUESTIONS	100

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1. 'The disposal of immovable property is potentially a rigorous exercise for any ordinary individual due to jargon and a plethora of processes and procedures inherent (Kanokanga & associates 2015).' Discuss. (25)
2. In the absence of **Marketing**, the real estate property industry would be a futile business. explore. (25)
3. a) Making reference to the provisions of Statutory Instrument 200 of 1987 (12), give an outline and make an elucidation accordingly (12)

b) The importance of "professionalism and ethics" in real estate marketing is of paramount importance. Briefly discuss (13)
4. a. Briefly explain the following
 - (i) 'space market' (6)
 - (ii) 'asset market' (6)
b. The Asset market is presumed to be less segmented than the space market, provide an explanation. (13)
5. The real property marketing sector is characterised by lack of professionalism coupled with unethical and disingenuous antics. Discuss the validity of the above statement. (25)
6. Outline and explain at least 5 pieces of legislation that govern practice of real estate marketing in Zimbabwe? (25)