



DEGREE
January-June

Sessional Examination
MK 212/MK 222-PRINCIPLES OF MARKETING

BOTSWANA OPEN UNIVERSITY

In collaboration with

ZIMBABWE OPEN UNIVERSITY

BACHELOR OF COMMERCE -HUMAN RESOURCE MANAGEMENT

AND INDUSTRIAL RELATIONS

PRINCIPLES OF MARKETING

MK 212/MK222

SESSIONAL EXAMINATION

TIME ALLOWED:3 HRS

Marks – 100

Instructions to candidates:

1. This examination is based on material covered in the course module.
2. The examination consists of **Four** Sections: A,B,C and D.
3. Answer **ALL** questions according to instructions given in each section.
4. Write in grammatical English.



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SECTION A MULTIPLE CHOICE QUESTIONS

[10 MARKS]

Answer ALL questions. Each question carries ONE (1) mark.

Choose the best answer from the given alternatives.

1. Which of the following is based on behavioral segmentation?
A. Income
B. City *ab*
C. ✓ Attitude towards products
D. Family size *-*

2. Which one of the following is not a marketing concept?
A. Product concept
B. Selling concept
C. ✓ Purchasing concept
D. Societal marketing concept

3. Which one of the following is not the correct abbreviation of SWOT analysis?
A. Strength
B. Opportunity
C. ✓ Traits *threats*
D. Weakness

4. A target market is _____.
A. A market for consumer goods
B. A narrowly defined customer segment
C. A niche market
D. ✓ A set of buyers who share common characteristics that the company decides to serve.



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5. Product simply means _____.
- A. Consumer and industrial products only offered to the target market
 - B. Augmented products and diminishing
 - C. Products and services combination that your business offers to your target market
 - D. ✓ Convenience goods only offered
6. The following are company's communication mix except _____.
- A. Advertising
 - B. Sales promotion
 - C. Public relations and publicity
 - D. ✓ Branding
7. The following are consumer behaviour Models except _____.
- A. ✓ The Expectancy Value Model
 - B. The Engel-Kollat- Blackwell Model
 - C. The Hierarchy of Effects Model ✓
 - D. Porters Competitive Model ✓



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8. Which one of the following is NOT a type of consumer goods?
- A. Convenience goods
 - B. ✓ Industrial supplies
 - C. Unsought goods
 - D. Specialty goods
9. Value-based pricing is _____.
- A. ✓ Where costs of producing a product are added together and the price is set based on the level of costs.
 - B. Where buyer's perception of value is used to set the price
 - C. Where prices are charged at the level of competition
 - D. Is where prices are set looking at the level of product demand
10. Service differentiation can be achieved through the following except _____.
- A. Customer training
 - B. Maintenance and repair
 - C. Delivery services
 - D. ✓ Monopoly



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SECTION B -TRUE /FALSE QUESTIONS [15 MARKS]

Answer ALL questions. Each question carries ONE (1) mark

State whether each of the following is True or False

1. Branding is the attachment of a mark that is unique to the product and identifies them with symbols, marks or letters.
2. Price discrimination is a concept, which occurs when the company sells a product or service at two or more different prices that reflect proportional differences in cost.
3. In market skimming the company makes fewer but profitable sales.
4. A mission statement describes what a company is doing including defining who its customers are.
5. Vertical channel conflict occurs among firms at the same channel level.
6. Personal Selling is the oral communication with the intention of making a marketing strategy.
7. Innovation strategies determine how companies wish to expand its market or dominance of the market.
8. Marketing is about managing profitable customer relationships.
9. In buying decision behavior, variety seeking means where there is high involvement and little brand differences.
10. Services are tangible.
11. Market segmentation aims at winning more customers to the company.
12. Customers and employees form part of macro marketing environment variables.
13. Price differentiation is where by companies adjust their basic prices to accommodate the differences in customers, products, location, etc.
14. Late majority are buyers who want wait until the product its almost reach maturity stage.
15. Demographic segmentation dividing the market according to social class, lifestyle type and personality.



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SECTION C - SHORT ANSWER QUESTIONS

[25 MARKS]

Answer all questions from this section

Question 1

List any two advertising objectives that you would achieve in your company. **(4marks)**

*more sales & profits increase
improve exposure more than competitors*

Question 2

Explain the four components (4Ps) of marketing mix on how they affect the company's products and services **(12marks)**

*Price
Place
Promotion
Product*

Question 3

Explain the three strategies that are available for distribution of goods. **(9marks)**

*- Point of Purchase/Sale
- More product.
- quality of good/product
(value for your money)*



SECTION D -ESSAY-TYPE QUESTIONS

[50 MARKS]

Answer any two questions from this section

QUESTION 1

[25 MARKS]

Read the following extract and then answer the questions below.

Lomepe (Pty) Ltd is a transport logistics company that specialises in distribution of goods and services for a number of companies, their clients' trade in different products and services such as retailing, industrial goods, mining and other goods. Recently they have been engaged in number of conflicts with their major clients and it might even result in loss of contracts.

a) Discuss five ways in which Lomepe (Pty) Ltd can avoid or resolve channel conflicts.

- Know what they want

- Transfer Risk - third party

- Apology to stakeholders/clients

- Satisfy client on time or delivery

- meet deadlines

(10 Marks)

- Insurance! - have goods

b) Kgalagadi Breweries Limited (KBL) is a major distributor that specialises in beverages such as alcoholic and non-alcoholic. Discuss the various bases that KBL that can use to segment the alcoholic market.

- Demographic seg - age, gender, family size

(15 marks)

- Geographic - location

- behavioural

- Big

- cultural

[25 MARKS]

QUESTION 2

Read the following extract and then answer the questions below.

Over the years, marketing has gone through changes as companies shifted their focus from products to customers. This was pre-empted by competition from other companies both locally and internationally and the quest for improved customer satisfaction. Through all this time there were different marketing evolutions that were applied. Discuss the different marketing evolutions.

(25 marks)

