

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

ZIMBABWE OPEN UNIVERSITY

Bachelor of Commerce & accounting

PRINCIPLES OF MARKETING

MKT-102

SESSIONAL EXAMINATION

Marks – 100

Time Allowed 3 Hours

Instructions to candidates

1. This examination contains four questions (1,2,3 and 4).
2. Answer all questions in the answer book provided
3. Start a question on a new page
4. Write legibly in grammatical English.
5. Use examples where possible to support your explanations

Question 1

(a) Identify and describe **four** forces involved in the Macro Marketing Environment and four forces involved in Micro Marketing Environment. Use examples to illustrate your answer. **(16 marks)**

(b) Explain **three of Michael Porter's** competitive strategies available to an organisation.

(9 marks)

(Total 25 marks)

Question 2

(a) Briefly describe **two** factors, which may influence buyer behavior. **(4 marks)**

(b) Identify and briefly explain **three** reasons why it is important to understand buyer behavior. **(9 marks)**

(c) Identify and briefly explain the **four** stages of the Buying Process. For each stage give an example of how the marketing mix may be used to influence the buyer's decision.

(12 marks)

(Total 25 marks)

Question 3

(a)

Written communication plays an important part in our everyday lives. However, oral communication is still preferred in various situations. Give reasons why talking can be more effective than writing in marketing. *(10 marks)*

(b) You have been recruited as a Marketing Officer by a reputable company. Your first assignment is to conduct a presentation for a new product to a group of clients. Outline guidelines you would follow in preparing your speech. *(5 marks)*

(c) Explain what is meant by “sales promotion” and give an example of sales promotion tools. *(2 marks)*

(d) Outline **four** advantages and **four** disadvantages of using sales promotion as a marketing tool. *(8 marks)*

(Total 25 marks)

Question 4

(a) Discuss how the marketing of services is different from the marketing of products. *(12 marks)*

(b) What do you understand by consumerism? *(2 marks)*

(c) Identify three factors would you consider when choosing a member channel? Justify each factor *(6 marks)*

(d) What is the difference between the Boston Consulting Group and the General Electric Approach? *(5 marks)*

(Total 25 marks)