



DIPLOMA-
JANUARY-JUNE

SESSIONAL EXAMINATION
MK 101-PRINCIPLES OF MARKETING

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

DIPLOMA IN BUSINESS MANAGEMENT

PRINCIPLES OF MARKETING

MK 101

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

Instructions to candidates:

1. Answer **all questions** in Section A, B and C.
2. Answer any two questions from Section D.
3. Begin each answer to a new question on a new page.
4. Write legibly in grammatical English.
5. Use examples where possible to support your explanations.



SECTION A:

[25 MARKS]

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

Choose the best answer from the given alternatives.

1. _____ describes the use of electronic means and platforms to conduct a company's business.
 - A. E-business
 - B. E-commerce
 - C. E-purchasing
 - D. E-marketing

2. _____ means that the company or site offers to transact or facilitate the selling of products or services online.
 - A. E-business
 - B. E-commerce
 - C. E-purchasing
 - D. E-marketing

3. The strategy in which a company identifies a particular segment and studies its needs before proceeding to satisfy it is referred to as _____.
 - A. Undifferentiated marketing strategy
 - B. Differentiated marketing strategy
 - C. Competitive marketing strategy
 - D. Concentrated marketing strategy



4. Which one of the following is not one of the three marketing environments?
- A. Research environment ✓
 - B. Micro-environment ✓
 - C. Macro-environment ✓
 - D. Internal environment ✓
5. Which of the following is not considered by a company before deciding to compete in a particular industry?
- A. The threat of new entrants in business
 - B. The salary of its workers ✓
 - C. Threat of substitute products ✓
 - D. The buyers' growing bargaining power
6. Gender segmentation specifies _____.
- A. The geographical location of customers
 - B. The age of the targeted customers
 - C. The sex of the targeted customers
 - D. Income for the targeted market



7. Which product positioning strategy is concerned with the frequency of use of the product?
- A. Positioning by benefits
 - B. Positioning by product attributes
 - C. Positioning by usage occasions
 - D. Positioning against competition
8. Marketing research is the _____.
- A. Systematic design, collection, analysis and reporting of information and findings
 - B. Making use of customer information to market a product
 - C. Act of communicating effectively with customers
 - D. Observation of customer behaviour
9. Which **one** of the following is not a research instrument in market research?
- A. Questionnaire
 - B. Interview
 - C. Observation
 - D. Research sample
10. The _____ is described in terms of specific features such as quality, style, or colour.
- A. Core product
 - B. Tangible product
 - C. Augmented product



- D. Total product
11. Once a company has identified its main competitors and their strategies, it must next ask _____.
- A. What are the competitors' objectives?
 - B. What are the competitive brand attributes?
 - C. What are the competitive promotion schemes?
 - D. What are the subtle market entrance requirements?
12. Michael Porter has identified five forces that determine the intrinsic long -run attractiveness of a market or market segment. Which of the following would NOT be among Porter's five forces?
- A. Industry competitors
 - B. Technology partners
 - C. Substitutes
 - D. Buyers
13. The aim of benchmarking is to copy or improve on _____ either within an industry or across industries.
- A. Profitability
 - B. Manufacturing
 - C. "Best practices"
 - D. Ideation



14. As a marketing manager, you have decided to pursue new customers with your established products. Specifically, the new customers that you want are those who might use the product but do not at present. Which of the following strategies is recommended to pursue such a customer market?

- A. Market- penetration strategy
- B. New- market segment strategy
- C. Geographical- expansion strategy
- D. Consolidation strategy

15. If we say that services cannot be seen before purchase, forcing customers to look for other clues to assess service quality, we mean that services are _____.

- A. Intangible
- B. Inseparable
- C. Variable
- D. Inseparable

16. Services vary depending on who provide them and when and where they are performed. Which of the following strategy would work for you to increase the quality control over your tax preparation services as you expand to other markets?

- A. Invest in good training and hiring procedures.
- B. Standardize the service.
- C. Monitor customer satisfaction.
- D. All of the above.



17. When cell phone providers offer “weekends free,” they are attempting to _____ when it comes to the perishability of the service they provide.

- A. Manage supply
- B. Manage supply and demand
- C. Increase usage
- D. Manage demand



18. I have switched my dry cleaning provider because the cleaner did not perform up to my standards. This is an example of _____.

- A. Service encounter failure
- B. Core service failure
- C. Response to service failure
- D. Involuntary switching



19. When restaurants and theme parks add summer workers, they are attempting to manage supply and demand for their services by _____.

- A. Sharing services
- B. Introducing complementary services
- C. Maximising nonpeak demand
- D. Using part-time employees.



20. Modisa always goes to the same shop in the morning because the workers there remember her name and know her order. They always make her feel welcome. The employees of the shop excel at which of the following determinants of service quality?



- A. Empathy
 - B. Reliability
 - C. Tangibles
 - D. Responsiveness
21. Which one of these is not a marketing objective in a business?
- A. Current profit maximization
 - B. Market share leadership
 - C. Creating employment
 - D. Product quality leadership
22. The stages in the product life cycle in their order are
- A. Introduction, decline, maturity, growth
 - B. Introduction, growth, maturity, decline
 - C. Introduction, maturity, growth, decline
 - D. Growth, maturity, decline, introduction
23. Conflicts between manufacturers and channel members may be because of _____
- A. Inadequacies in performance, differences in goals and multiple channel usage
 - B. Advertising policies; market segmentation strategies and management.
 - C. Marketing philosophies
 - D. Production methods used by manufacturers.



24. When a bakery merges with a milling company which supplies it with flour, this form of expansion is known as _____
- A. Horizontal integration
 - B. Amalgamation
 - C. Backward vertical integration
 - D. Conglomerate integration
25. The components of a physical distribution system are _____.
- A. Logistics management; warehousing and debt collection
 - B. Intensive, selective and exclusive distribution
 - C. Warehousing, physical distribution and inventory control
 - D. Customer service, order processing, inventory control, warehousing, Transportation and material handling.



SECTION B

[15 MARKS]

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

Match the item in Column A with the correct one from those given below, and write the answer in column B.

Full market coverage, digital promotion, durability, market segment, corporate level strategy, exchange, needs, decline, branding, break even, communication, control, inflation, data analysis, stock-turn.

Column A	Column B
a. A specific group of customers.	Market segment
b. The rate at which market prices rise in the market.	Inflation
c. Serving all segments with all the products they require.	Full market coverage
d. The act of obtaining a desired object from someone by offering something in return.	exchange
e. The highest level of organisational strategies of a business.	Corporate level
f. The stage at which the product begins to lose its market shares	decline
g. Marketing through the internet	Digital promotion
h. The number of times in a year that the average stock of a line is sold and replaced.	Stock turn
i. The conscious effort made to ensure that customer service is managed properly.	control
j. The point at which the total cost equals the total revenue.	break even
k. Converting statistics into meaningful information.	data analysis
l. The interaction between the Sales Assistant and customers.	communication
m. The characteristic of a product to serve customer needs for a long time.	durability
n. The attachment of a mark that is unique to a product that is being marketed.	branding
o. Products required for sustaining life.	needs



SECTION C

[10 MARKS]

Answer all questions in this section

- (i) Define service **(2 marks)**
- (ii) Services have four distinctive characteristics that greatly affect the design of marketing programs. List and explain each characteristic. **(8 marks)**

SECTION D

[50 MARKS]

Each question carries 25 marks

Answer any two questions from this section

QUESTION 1

- (a) Discuss the four main factors that influence an organisation's macro environment and four main factors that influence the firm's micro-environment. Give examples to support your answer. **(24 marks)**
- (b) Define the term Public Relations. **(1 marks)**

Supplier
Customer
Department
Location
employee
banks

QUESTION 2

- (a) (i) What is meant by the term "marketing research"? **(2 marks)**
- (ii) Identify and explain three reasons why marketing research is important when developing new products. **(6 marks)**
- (b) Explain two differences between the Boston Consulting Group and the General Electric Approach? **(4 marks)**
- (c) (i) What do you understand by MIS? **(3 marks)**
- (ii) Explain five reasons why information is critical to the firm's success? **(10 marks)**

Taste
behaviour
gender
age
demographics
Physical
old & past
records (timely records)
Knowledge of competitors
Knowledge of consumer



QUESTION 3

With the aid of a diagram explain how to use Maslow's hierarchy of needs to market a product, which is similar as competitor's product

(25 marks)

- Physiological
 - Safety
 - Self actualisation
 - Self esteem
 - Love & belonging
- END OF PAPER**

