



BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

BACHELOR OF BUSINESS AND ENTERPRENUARSHIP

PRINCIPLES OF MARKETING

MK 212

SESSIONAL EXAMINATION

Marks – 100

3 hours

Instructions to candidates:

1. The examination consists of **Four** sections: A, B, C and D
2. Begin each answer to a new question on a new page
3. Answer questions according to instructions given in each section
4. Write answers in the answer booklet provided
5. Write legibly in grammatical English.



SECTION A - MULTIPLE CHOICE QUESTIONS

[20 MARKS]

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

Choose the best alternative answer.

1. Which of the following is the final phase in the product development process?
 - A: Building a prototype
 - B: Test marketing
 - C: Business analysis
 - D: Commercialisation

2. What type of utility does a bag of rice acquire for the consumer upon purchase?
 - A: Time
 - B: Place
 - C: Position
 - D: Ownership

3. Which of the following is not part of the AIDA process in advertising?
 - A: Argument
 - B: Interest
 - C: Attention
 - D: Action

4. Transportation services that are operated by the shipper are known as _____.
 - A: private carriers
 - B: middle carriers
 - C: common carriers



- D: instrumental carriers
5. What is another name for the practice of introducing a new product at a high price for a brief period, in the hope of recouping production costs?
- A: Market penetration pricing
 - B: Market-skimming pricing
 - C: Price lining
 - D: Quantity discounts
6. Which phase of the product life cycle is considered to be the most critical?
- A: Maturity
 - B: Decline
 - C: Introduction
 - D: Ascendancy
7. Which of the following is not an example of a convenience good?
- A: Milk
 - B: Bread
 - C: Cigarettes
 - D: Dishwasher
8. What kind of production method will likely be used when labour is inexpensive?
- A: Function-intensive
 - B: Function-extensive
 - C: Labor-intensive
 - D: Capital-intensive



9. Which of the following is not an example of the 7 C's?
- A: Cost
 - B: Convenience
 - C: Communication
 - D: Competence
10. In marketing, what is the term for the usefulness of a product that is a consequence of its creation from raw material?
- A: Place utility
 - B: Position utility
 - C: Price utility
 - D: Form utility
11. The promotional techniques used by the business is sometimes known as the _____.
- A. Communication mix.
 - B. Marketing mix.
 - C. Information systems.
 - D market research system.
12. _____ is the process of measuring and evaluating the results of marketing strategies and plans, taking corrective action to ensure that objectives are attained.
- A Market implementation
 - B Market Segmentation
 - C Marketing Implementation



D Marketing Control

13. _____ is a systematic and periodic examination of the company's environment, strategies and activities to determine the impact of strength, weaknesses, opportunities and threats on the business.
- A Marketing information system
 - B Marketing research system
 - C Marketing audit
 - D Marketing implementation
14. Offering a product, which is different in terms of features from the standard product offered by competitors, is known as _____.
- A differentiation strategy
 - B focus strategy
 - C cost leadership
 - D market penetration strategy
15. The _____ environment includes political, social, technological and economic factors.
- A Task Environment
 - B Micro Environment
 - C Macro Environment
 - D Internal Environment
16. _____ is a set of procedures and sources that managers use to obtain everyday information about developments in the marketing environment.



- A Market research system
 - B Market segmentation
 - C Market intelligence system
 - D Marketing information system
17. _____ is the attachment of a mark, symbol or name to a product that is marketed by a particular firm to distinguish the product from those marketed by other firms.
- A Packaging
 - B Branding
 - C Labelling
 - D Promotion
18. Buyers who buy the product when it is already going out of fashion or on its decline stage are known as _____.
- A Innovators
 - B Late majority
 - C Laggards
 - D Slow learners
19. _____ distribution strategy entails the use of all available distribution outlets in availing the product to the customers.
- A Selective distribution
 - B Intensive distribution
 - C Exclusive distribution
 - D Physical distribution



20. _____ means the use of force or power to ensure compliance by the other party in resolving channel conflicts.

- A Market positioning
- B Coercion
- C Channel ownership
- D Conflict

SECTION B-TRUE/ FALSE QUESTIONS

[15 MARKS]

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

State whether each of the following statement is TRUE or FALSE.

1. A good sales person should possess the ASK attributes. The ASK acronym stands for Attributes, Skills, and Knowledge.
2. A market-oriented salesperson needs skills in marketing analysis and planning in addition to the traditional skills.
3. Test marketing is a stage at which the product and marketing programmes are introduced in more realistic market settings.
4. The purpose of idea screening is not to spot good ideas and drop bad ones before incurring any costs as products- development cost rise in the later stages.
5. Not all products go through the product life cycle.



6. The real disposal income is a determinant of consumer's purchase behaviour.
7. Pull strategy is a recruitment strategy where a firm promotes its product to the end user as a strategy to encourage retailer to stock the product.
8. Service firms do not face the problem of service differentiation.
9. Dogs are low- growth and low market share businesses or products that generate enough cash to support them but do not promise to be large source of cash.
10. Bargaining powers of suppliers and buyers form part of Michael Porter's competitive forces.
11. Crisis means an unexpected development that often frightens the public.
12. Piggyback survey involves two or more clients who participate by buying space in the interview instrument.
13. Marketing communication is not a service provided by PR consultancy firms.
14. When dealing with all news media public relations practitioners need not be honest.
15. EXPOs is an invented term that originally describe an exhibition.

SECTION C- SHORT ANSWER QUESTIONS

[15 marks]

Answer any ALL questions in this section

- (a) What are the potential benefits and limitations of Internet technologies to consumers? **(10 marks)**
- (b) Outline the benefits of market segmentation to a marketing firm. **(5 marks)**



SECTION D Essay- Type Questions

[50 marks]

There are three questions in this section. Answer any two questions

QUESTION 1

[25 marks]

- (a) What is price? Explain five ways in which a marketing manager may use price.
(13 marks)
- (b) In your own words define the following: Segmentation, Targeting and Positioning.
(6 marks)
- (c) Discuss **two** benefits an organisation may gain by segmenting its market. **(6 marks)**

QUESTION 2

[25 MARKS]

- (a) Discuss how the marketing of services is different from the marketing of products.
(18 marks)
- (b) What do you understand by consumerism? **(1 mark)**
- (c) Outline the factors you would consider when choosing a member channel? **(6 marks)**



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QUESTION 3

[25 Marks]

- (a) Identify and evaluate three reasons why it is important to study and understand consumer behaviour. **(8 marks)**
- (b) List and discuss the process of buying which an individual goes through when purchasing a product of high value. e.g. a farm. **(17 marks)**

END OF PAPER