



DEGREE
JANUARY-JUNE

SPECIAL EXAMINATION
MK 212-PRINCIPLES OF MARKETING

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

ZIMBABWE OPEN UNIVERSITY

**BACHELOR OF COMMERCE HUMAN RESOURCE MANAGEMENT &
INDUSTRIAL RELATION**

PRINCIPLES OF MARKETING

MK 212

SPECIAL EXAMINATION

TIME ALLOWED: 3 HOURS

Marks – 100

Instructions to candidates:

1. Answer **all questions** from sections A, Section B and Section C
2. Choose 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]

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 does a company not have to consider 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 strategies 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. Standardise 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 which of the following factors leading to customer switching behaviour?

- 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]

State whether each of the following statements is True or False

1. . The promotional/budget can sometimes be set as a percentage of sales
2. . Segmenting markets according to age, gender, income levels and life cycle stages of consumers is referred to as geographical segmentation.
To compete effectively on the market, a small firm should target to serve a niche market.
3. In a pure monopoly, the market consists of one seller.
4. Political instability in the country can have an impact on the operations of the business.
5. The products which consumers buy to use in production of other goods, which they will later sell to customers are called consumer products.
6. Investment of insufficient funds in research and development of new products is one of the reasons why new products fail on the market.



7. Food, clothing and shelter are examples of human wants.
8. The difference between the value that the customer gains from owning and using a product and the cost of obtaining the product is referred to as customer value.
9. Customer satisfaction is achieved when the product performance matches or exceeds the perceived expectations relative to the buyer's expectations.
10. A Sales Assistant should be knowledgeable of company rules as well as the products that it offers.
11. Small-scale retailers are usually situated more conveniently for the majority of local shoppers.
12. The price element of the marketing mix entails how the product is made available to the final customer.
13. Packaging can also serve to decorate the product.

14. A system consisting of people, equipment and procedures to gather, sort, analyse evaluate and distribute needed timely and accurate information for marketing decisions is called marketing intelligence.
15. The needs pyramid is a theory developed by McGregor.

SECTION C

[10 MARKS]

- (i) Define service **(2marks)**
- (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. **(24marks)**
- (b) Define the term 'Public Relations'. **(1 marks)**

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)**

QUESTION 3

Consumers go through a series of stages in their decision making before they make a purchase. These logical stages are known as **the consumer decision-making process**.

Discuss the stages in this process, showing how they relate to marketing. **(25 marks)**

END OF EXAM