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**BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING**

**IN COLLABORATION WITH**

**ZIMBABWE OPEN UNIVERSITY**

**BACHELOR OF COMMERCE**

**HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS)**

**AND**

**BACHELOR OF BUSINESS AND ENTREPRENEURSHIP**

**PRINCIPLES OF MARKETING**

**MK 200**

**SPECIAL EXAMINATION**

**Marks – 100**

**TIME ALLOWED: 3 HOURS**

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**Instructions to candidates:**

1. The examination consists of four sections: A, B, C and D
2. Answer all questions from section A, B and C
3. Choose any two questions from section D.
4. Begin each answer to a new question on a new page.
5. Write legibly in grammatical English.
6. Use examples where possible to support your explanations.
7. Write answers in the answer booklet provided.



**SECTION A:**

**[10 MARKS]**

Choose the one alternative that best completes the statement or answers the question.

1. A product in the early maturity or decline stage may require advertising\_\_\_\_\_.
  - A Persuasive
  - B Cooperative
  - C. Comparative
  - D. Informative
  - E. Reminder
  
2. Working with a reporter to try and get a favourable article about your company is published in a newspaper is a form of\_\_\_\_\_.
  - A. Public relations
  - B. Personal selling
  - C. Advertising
  - D. Sales promotion
  - E. Direct marketing
  
3. Asking for customer's order takes place during\_\_\_\_\_.
  - A. Presentation and demonstration
  - B. Closing
  - C. Reproach
  - D. Prospecting
  - E. Handling objections

4. Advertisers are increasingly shifting larger portions of their budget to media that cost less and target markets more effectively. All of the following benefits greatly influence this shift, except \_\_\_\_\_.
- A. Cable television
  - B. Digital satellite television
  - C. Outdoor advertising
  - D. Network television
  - E. B and C
5. Mr. Mabutso the salesperson on Bona Pty Ltd was unprepared for sales call. He had not been informed as much as possible about the organisation before making the appointment for later that day. What step had Mr. Mabutso omitted?
- A. Qualifying
  - B. Prospecting
  - C. Closing
  - D. Reproach
  - E. Approach
6. When two Burger King restaurants have disagreement over who should be able to sell in quantity at a discount to local athletic teams. They are in a \_\_\_\_\_ conflict.
- A. vertical
  - B. horizontal
  - C. generalised
  - D. no-win
  - E. problematic



7. The retailer added a standard markup of 40% to the cost of the product. What type of pricing is the retailer using?
- A. Break-even analysis
  - B. Consumer demand pricing
  - C. Perceived- value pricing
  - D. Cost-plus pricing
  - E. Target profit pricing
8. Koketso is able to help negotiate the purchase process, while uniting buyers and sellers. They greatly value his expertise, and he doesn't have to buy the products in order to resell them. Koketso is a \_\_\_\_\_.
- A. commission merchant
  - B. drop shipper
  - C. broker
  - D. truck wholesaler
  - E. manufacturer's Agent
9. The Be- Mobile's customers have noticed that the quality of services depend on who provides them as well as when, where, and how they are provided. What have the customers noticed?
- A. Service inseparability
  - B. Service intangibility
  - C. Service variability
  - D. Service volatility
  - E. Service perish ability

10. Baabona and her grandmother had a chat about skinny jeans she wanted as her birthday present. The grandmother, who had never heard of skinny jeans before, stated that she personally has no use for them. For Baabona's grandmother skinny jeans are\_\_\_\_\_.
- A. Available products
  - B. Unsought products
  - C. Specialty products
  - D. Convenience products
  - E. Shopping products

**SECTION B**

**[30 Marks]**

Briefly explain each of the following Marketing Concepts. Each concept is awarded 3 marks

- (a) Unsought Product
- (b) Skimming Pricing
- (c) Societal marketing concept
- (d) Laggards
- (e) Dumping
- (f) Psychographics (Life Cycles)
- (g) Marketing Mix
- (h) Marketing Environment
- (i) Judgment sampling
- (j) Dissonance

**(3x 10 Marks each)**

**SECTION C**

**[10 Marks]**

State whether each of the following statements is **True** or **False**.

- (a) All products go through a different life cycle.
- (b) Product orientation is the view that the product should be 'the best', and production orientation is the view that producing a standardised product at a low price is the best way forward.
- (c) The needs pyramid is a theory developed by Mc McGregor.
- (d) During the marketing era ,companies realised that it's better to change customers than to change the product.
- (e) Consumer behaviour believes that consumers are often overtaken by impulse, and that they often buy things based on emotional reactions, and frequently buy things, which are not good for them.
- (f) It is cheaper to keep a customer than recruit one.
- (g) Most sales promotions only result in a temporary switch to new brands. Consumers switch back again as soon as the promotion ends.
- (h) A working, well paid person who owns an *iPad* is an example of a late majority.
- (i) Services are never homogeneous.
- (j) Cannibalisation is a situation in which a firm introduces a new product to stimulate sales but the profit comes at the expense of other products sold by that firm.



**SECTION D**

**[50 marks]**

**Answer any two questions from this section**

**QUESTION 1**

- (a) Identify and discuss the four main factors that influence an organisation's macro environment. Give examples to support your answer. **(20 marks)**
- (b) Define the terms 'Sales Promotion' and 'Public Relations'. **(5 marks)**

**QUESTION 2**

- (a) Identify and explain two reasons why marketing research is important when developing new products. **(9 marks)**
- (b) What is the difference between the Boston Consulting Group and the General Electric Approach? **(6 marks)**
- (c) Outline and explain five benefits derived from strategic planning? **(10 marks)**

**QUESTION 3**

- (i) Discuss how the An off Matrix can be used by firms to formulate marketing strategies for growth. **(20 marks)**
- (ii) What do you understand by MIS? **(1mark)**
- (iii) Give four reasons why information is critical for the firm's success? **(4 marks)**

**END OF EXAM**