



DEGREE
JANUARY-JUNE

SESSIONAL 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

SESSIONAL EXAMINATION

TIME ALLOWED: 3 HOURS

Marks – 100

Instructions

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



SECTION A MULTIPLE CHOICE QUESTIONS

[20 MARKS]

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

Choose one alternative that best answers the question

1. One of the advantages associated with television, as an advertising medium is that it___.
 - A. Has a short exposure time.
 - B. Communicates with sight, sound and motion.
 - C. Is a low –cost medium.
 - D. Has an unlimited amount of advertising time available.

2. Which of the following is a recommended tool for improving the likelihood that the public relations story will be told?
 - A. Press conferences
 - B. Interviews
 - C. The Internet
 - D. All of the above

3. It is the PR practitioners' task to _____and enhance the organization reputation.
 - A. Build
 - B. Protect
 - C. Change
 - D. Adopt

4. Planning and Implementation are the efforts done by the organization to influence or_____ public policy.
 - A. Change



- B. Improve
 - C. Protect
 - D. Adopt
5. A press conference should be called when there's a reason for: -
- A. One way communication
 - B. News to tell
 - C. Two way communication
 - D. A press liaison person
6. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
- A. Marketing intelligence
 - B. Marketing research
 - C. Customer profiles
 - D. Internal databases
7. Advertisement copy consists of the body copy, slogans and_____.
- A. Headline
 - B. Picture quality
 - C. Celebrity pictures
 - D. Great terminologies
8. All of the following are considered to be drawbacks of marketing EXCEPT_____.
- A. It can drive up manufacturing and marketing cost by reducing economies of scale.
 - B. It can create logistical problems when the company tries to meet varied requirements.



- C. It can attract unwanted competition.
D. It can dilute the brand's overall image.
9. The biggest or great amount of involvement in foreign market comes through which of the following?
- A. Exporting
 - B. Joint venturing
 - C. Licensing
 - D. Direct investment.
10. ____ is a general term for buying and selling process that is supported by electronic means.
- A. Internet commerce
 - B. Web commerce
 - C. Computer commerce
 - D. Electronic commerce
11. ____ consists of dividing a market into distinct groups of buyers on the basis of the needs, characteristics, or behavior who might require separate products or marketing mixes.
- A. Product differentiation
 - B. Market Segmentation
 - C. Market targeting
 - D. Market positioning
12. When an importing country sets limits on the amount of goods it will accept in certain product categories it is called a (n)_____
- A. Quota
 - B. Barrier
 - C. Tariff
 - D. Embargo.



13 A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. Push strategy
- B. Pull strategy
- C. Blocking strategy
- D. Integrated strategy.

14. A company is practising _____ if it focuses on sub segments who distinctive traits that may seek a special combination of benefits.

- A. Micromarketing
- B. Niche marketing
- C. Mass marketing
- D. Segment marketing.

15. Joining with a foreign market to produce or market products and services is called _____.

- A. Direct exporting
- B. Indirect exporting
- C. Licensing
- D. Joint venturing

16. Globalisation refers to _____,

- A. Lower incomes worldwide
- B. Less foreign trade and investment
- C. Global warming and their effects
- D. A more integrated and interdependent world.

17. A branch and subsidiary are _____.

- A. Different to each other.
- B. Similar to each other.



- C. ALL
- D. None

18. VAT is a/ an _____.

- A. Income Tax
- B. Sales Tax
- C. Customary Duty
- D. Travel Tax

19. A good reason for conducting research to determine public attitudes is because:

- A. It is a way to determine whether to use status quo pricing
- B. It allows the company to appear to care about its publics
- C. It is similar to and more effective than a SWOT analysis
- D. It serves as an early warning system for identifying potential problems

20. The most common form of price discrimination in international trade is _____.

- A. Non- tariff barriers-
- B. Voluntary Export Restraints
- C. Dumping
- D. Preferential trade arrangements



SECTION B -TRUE /FALSE QUESTIONS

[15 MARKS]

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

State whether each of the following is True or False

- 1) Segmenting markets according to age, gender, income levels and life cycle stages of consumers is referred to as Geographical segmentation.
- 2) 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 the 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, 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 market segment can be evaluated for its worthiness basing on its measurability, accessibility, action ability and profitability.
- 15) A system consisting of people, equipment and procedures to gather, sort analyze evaluate and distribute needed timely and accurate information for marketing decisions is called marketing intelligence.

SECTION C - SHORT ANSWER QUESTIONS

[15 Marks]

Answer all questions from this section

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

SECTION D -ESSAY-TYPE QUESTIONS

[TOTAL 50 MARKS]

Answer any two questions from this section

QUESTION 1

(25 marks)

- (a) Discuss four main factors that influence an organisation's marketing environment in terms of:



i) Macro environment (12 Marks)

ii) Micro -environment. (12 Marks)

Give examples in each case to support your answer.

(b) Define the term Public Relations. (1 mark)

QUESTION 2 (25 marks)

(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) (ii) 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 (25 marks)

With the aid of a diagram discuss how the Maslow’s hierarchy of needs can be used to explain a consumer’s motivation to acquire products (25 marks)

END OF EXAMINATION