



**DEGREE
JULY- DECEMBER**

**SESSIONAL EXAMINATION
MK 212-Principles Of Marketing**

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

BACHELOR OF BUISNESS AND ENTREPRENEURSHIP

PRINCIPLES OF MARKETING

MK 212

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

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. [25 MARKS]

Answer all questions. Each question carries one (1) mark.

Choose one alternative that best answers the question

1. A marketing researcher is conducting a survey in a large selling area by contacting a small group of people that is representative of all people in that area. The small, representative group is known as the _____.
 - A. Population
 - B. Sample
 - C. Stratification
 - D. Universe

2. When there are high levels of business failures and unemployment, the business cycle is said to be in _____.
 - A. Expansion
 - B. Peak
 - C. Recovery
 - D. Trough

3. Which of the following terms refers specifically to marketing goods directly to consumer in the home?
 - A. Comparison shopping
 - B. Consignment
 - C. Direct selling
 - D. Merchandising

4. The process of making large numbers of unsolicited sales calls to potential customers whom the sales person does not know is referred to as _____.
 - A. Multilevel marketing



- B. Cold canvassing
 - C. The center -of- influence method
 - D. The sales- associate method
5. Which of the following gives the owner exclusive rights by law to use a brand?
- A. Brand loyalty
 - B. Brand mark
 - C. Trade name
 - D. Trade mark
6. 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
7. Salespersons who view a situation as a customer sees it are exhibiting _____.
- A. Cooperation
 - B. Empathy
 - C. Responsibility
 - D. Tolerance
8. _____ Is a stage in consumer decision-making process.
- A. Post Purchase Evaluation
 - B. Trends in Consumer Buying Decisions



- C. Life Cycle and Life Style
- D. Observation of customer behaviour
9. Before deciding to compete in a particular industry, a company must consider all of the following except _____.
- A. Threat of new entrants
- B. Threat of intense segment rivalry
- C. Threat of buyers bargaining power
- D. Threat of buyer's culture
10. Which of the following does not fall under competitor grouping?
- A. Strong competitors
- B. Distant competitors
- C. Friendly competitors
- D. Bad competitors
11. Segomotso is looking for a new microwave. She is on a limited budget, but values quality and performance above price. Which of the following concepts will she apply in choosing the appropriate microwave?
- A. Customer value
- B. Consumer preference
- C. Product quality
- D. What are the subtle market entrance requirements?
12. The buyers in the market send _____ and _____ to the sellers in the industry.
- A. Communication and money
- B. Products/services and information



- C. Money and information
- D. Communication and products/services
13. Marketing management involves ____.
- A. Managing customer relationships
- B. Managing supplier relationships
- C. Managing demand
- D. A and C
14. Companies run the risk of focusing too narrowly on developing and advertising the product, and fail to produce enough to meet the newly increased demand, when they are operating under _____ philosophy.
- A. Production concept
- B. Product concept
- C. Marketing concept
- D. Selling concept
15. Non- profit organisations spend a lot of money promoting their organisations to the public. They are sometimes more concerned with receiving donations than with providing the best service. They are applying which type of company philosophy?
- A. Production concept
- B. Product concept
- C. Marketing concept
- D. Selling concept
16. The Societal marketing concept argues that the pure marketing concept overlooks the possible conflicts between _____ and _____.
- A. Short term wants and short term welfare.
- B. Short term needs and long term welfare.



- C. Short term wants and long term welfare.
 - D. Long term wants and long term welfare.
17. The term “goods and services” distinguishes.
- A. Products from the support mechanisms for them.
 - B. Physical products from intangibles ones.
 - C. Expensive items from inexpensive items
 - D. Products that meet needs versus products that satisfy wants.
18. Most companies like Coca- Cola and Nike do a lot of marketing research. What are the main reasons behind such an activity?
- A. To understand their customers and be able to cater for their needs.
 - B. To increase their market share
 - C. To increase their share price.
 - D. To declare dividends
19. A person’s want becomes a demand when backed by_____.
- A. Needs
 - B. Products
 - C. Exchange mechanism
 - D. Purchasing power
20. Marketing includes which of the following functions or activities?
- A. Selling, advertising and public relations
 - B. Needs assessment and product development
 - C. Pricing and distribution
 - D. All of the above



21. Programs designed to constantly improve the quality of products, service, and marketing process fall under which of the following concepts?
- A. Customer satisfaction
 - B. Customer value
 - C. Total quality management
 - D. The exchange process
22. Which of the following entities is not considered a product entity?
- A. Person
 - B. Idea
 - C. Places
 - D. All of the above
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 -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. Segmentation is pretty much the same thing as positioning.
2. The firm utilizes marketing research to ensure continuous interaction with the environment.
3. Differentiated products don't have additional features from the standard products being offered by other companies in the market.
4. The major difference between order takers and order getters is that order getters establish new relationships while order takers concentrate on regular customers.
5. Pioneering advertising is associated with creating primary demand of a new product, which has been introduced into the market.
6. Corporate umbrella branding is not a branding strategy.
7. Packaging and labeling can be describes as the group of activities with the design, production and filling of a container or wrapper with the product item in such a way that it can be effectively protected.
8. The changes in prices are used as a measure of inflation in the economy.
9. Cost- oriented strategies include cost plus pricing only.
10. Fixed costs are costs paid only if the business produces.
11. Elasticity is the responsiveness of a dependent variable (demand) to changes in the independent variables (price).
12. To stimulate trial is a promotional objective.
13. A department store is the same as a cash and carry retail outlet.
14. A franchisee is the retailer who gives a franchise to franchisor.
15. Break-even point is the point of operation at which total revenue generated is equal to total cost.



SECTION C - SHORT ANSWER QUESTIONS

[10 Marks]

Answer all questions from this section

- (i) Distinguish between pure competition and pure monopoly and give an example of each. **(6 marks)**
- (ii) What is the difference between wholesaling and retailing? **(4 marks)**



**DEGREE
JULY- DECEMBER**

**SESSIONAL EXAMINATION
MK 212-Principles Of Marketing**

SECTION D -ESSAY-TYPE QUESTIONS

[TOTAL 50 MARKS]

Answer any two questions from this section

QUESTION 1

(25 marks)

(a) In a recruitment drive to fill a vacant position in the sales department, the sales manager is faced with the dilemma of distinguishing between a successful and less successful sales people from the list of candidates with relatively equal academic qualifications.

Advise the sales manager on at least six key qualities that characterise successful salespeople

(6x4 marks)

(b) What is an eccentric customer?

(1 mark)

QUESTION 2

(25 marks)

(a) (i) Explain marketing intelligence

(2 marks)

(ii) List and explain the five marketing intelligence strategies.

(5 marks)

(b) (i) what do you understand by MIS?

(3 marks)

(ii) Discuss five (5) reasons why information is critical to the firm's success? **(15 marks)**

QUESTION 3

(25 marks)

(i) A certain firm constantly monitors its marketing environment. One of the key components in this environment is the customer. Marketing research is essential in identifying customers' needs. Discuss this statement. **(10 marks)**

(ii) Explain five stages in customer service management cycle

(10 marks)

(iii) List any five component of the marketing mix

(5 marks)

END OF THE EXAMINATION PAPER