



**DEGREE
JANUARY-DECEMBER**

**SESSIONAL EXAMINATION
MK 122-PRINCIPLES OF MARKETING**

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

DIPLOMA IN BUSINESS MANAGEMENT

PRINCIPLES OF MARKETING

MK 122

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 the best alternative answer

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

What type of utility does a bag of rice acquire for the consumer upon purchase?

- A: Time
- B: Place
- C: Position
- D: Ownership

Which of the following is not part of the AIDA process in advertising?

- A: Argument
- B: Interest
- C: Attention
- D: Action

Transportation services that are operated by the shipper are known as _____.

- A: private carriers
- B: middle carriers
- C: common carriers

D: instrumental carriers

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

Which phase of the product life cycle is considered to be the most critical?

A: Maturity

B: Decline

C: Introduction

D: Ascendancy

Which of the following is not an example of a convenience good?

A: Milk

B: Bread

C: Cigarettes

D: Dishwasher

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

Which of the following is not an example of the 7 C's?

- A: Cost
 - B: Convenience
 - C: Communication
 - D: Competence
1. 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
1. 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.
2. _____ 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

- i. _____ 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
- ii. 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
- iii. The _____ environment includes political, social, technological and economic factors.
- A Task Environment
 - B Micro Environment
 - C Macro Environment
 - D Internal Environment
- iv. _____ 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

7. _____ is the attachment of a mark, symbol or name to a product that marketed by a particular firm to distinguish the product from those marketed by other firms.

- A Packaging
- B Branding
- C Labelling
- D Promotion

8. 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

9. _____ 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

10). _____ 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. Marketing is promoting a product or service to increase sales.
2. Social Media includes online platforms where people connect and communicate.
3. Principles of social media marketing include respecting other people online.
4. Facebook was the first social networking site to allow users to customise their profiles.
5. Broadly, the components of the marketing mix for e-commerce are the same as for 'traditional marketing'.
6. The scale of an e-commerce promotional plan will be strongly influenced by its existing off- line presence.
7. A market consists of a group of potential customers with similar needs.
8. A generic market is a market with broadly similar needs and sellers offering various and often-diverse ways of satisfying those needs.
9. A product- market is a market with very similar needs and sellers offering various close substitute ways of satisfying those needs.



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10. Just identifying the geographic boundaries of a firm's present market can suggest new marketing opportunities.
11. The first step in segmenting product-markets is to name the broad product-market area to be segmented.
12. Naming markets is a disaggregating process.
13. Segmenting is an aggregating process.
14. Segmenting approaches cannot be used for business markets.
15. The first step in the seven- step approach to market segmentation is segmentation is to select the broad product- market.

SECTION C- SHORT ANSWER QUESTIONS

[15 marks]

Answer any ALL questions in this section

In your own words define the following:

- I.** Segmentation
- II.** Targeting
- III.** Positioning.
- IV.** Multi- National Companies
- V.** Direct Marketing



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SECTION D -ESSAY-TYPE QUESTIONS

[50 MARKS]

Choose and answer any two questions from this section

QUESTION 1

[25 marks]

a) Discussion five ways in which a marketing manager may use price.

(25 marks)

QUESTION 2

[25 MARKS]

a) Discuss how the marketing of services is different from the marketing of products.

(12 marks)

b) What do you understand by consumerism?

(2 marks)

c) What factors would you consider when choosing a member channel?

(6 marks)

d) List economic determinants of consumer demand.

(5 marks)

QUESTION 3

[25 Marks]

Discuss five (5) potential benefits and five (5) limitations of Internet technologies to consumers'

END OF EXAMINATION

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BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

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MK 212

SPECIAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

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SECTION A MULTIPLE CHOICE QUESTIONS

[10 MARKS]

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

Choose one alternative that best answers the question

A product in the early maturity or decline stage may require advertising_____.

- A Persuasive
- B Cooperative
- C. Comparative
- D. Reminder

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

Asking for customer's order takes place during_____.

- A. Presentation and demonstration
- B. Closing
- C. Reproach
- D. Prospecting

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_____.



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- A. Cable television
- B. Digital satellite television
- C. Outdoor advertising
- D. Network television

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

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



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

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

The Be- Mobile's customers have noticed that the quality of services depend on who provide 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

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

SECTION B -TRUE /FALSE QUESTIONS
[10 MARKS]

Answer ALL questions. Each question carries ONE (1) mark
 State whether each of the following is True or False

All products go through a different life cycle.

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.

The needs pyramid is a theory developed by Mc McGregor.

During the marketing era companies realised that it's better to change customers than to change the product.

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.

It is cheaper to keep a customer than recruit one.



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Most sales promotions only result in a temporary switch to new brands. Consumers switch back again as soon as the promotion ends.

A working, well-paid person who owns an *iPad* is an example of a late majority.

Services are never homogeneous.

- 1). 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 C - SHORT ANSWER QUESTIONS

[30 Marks]

Answer all questions from this section

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

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

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SECTION D -ESSAY-TYPE QUESTIONS

[TOTAL 50 MARKS]

Answer any two questions from this section

QUESTION 1

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

QUESTION 2

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



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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 EXAMINATION PAPER