

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

FINAL EXAMINATION MAY 2007

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113)

**DEGREE AND YEAR: DIPLOMA IN COMMERCE YEAR 1/
IDE DIPLOMA IN COMMERCE YEAR 3/
B. ED. COMM. I**

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
- 2. ANSWER QUESTION 1 IN SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B**
- 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
- 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK**

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: JAMES GOES SHOPPING

James Zulu is a 10 year old boy living in Pretoria. He is a very enthusiastic tennis player. In fact, he is mad about playing tennis. He thinks Vanessa Williams is the greatest tennis player ever to walk this earth. He has Vanessa Williams's posters on his bedroom walls and her autograph on a shirt brought back from Wimbledon by a friend. He recently told his dad that because he has grown so fast, he needs a new tennis racquet. He is not sure what brand of racquet Vanessa plays with, but he is determined to get the same one as his hero. "I will ask one of the first team players at school tomorrow," he thinks.

Over the next few days he gets conflicting advice. He learns that Vanessa Williams plays with a Wilson, but a tennis magazine his uncle gave him suggests that Slazenger is the best for non-professional players. He remembers seeing an advertisement for a Keenex racquet in a Sunday newspaper recently, but cannot quite recall what it said. He also phones his cousin, who is a provincial player, for his opinion. His dad, who used to play with a Head racquet, thinks that it is the best brand. James can recall once having a hit with both a Head and a Slazenger at a tennis tournament in Cape Town, but remembers them as being very heavy and not well balanced.

That Saturday, just before James and his dad set off to their local sports shop, he noticed a Wilson advertisement in the morning newspaper. James studies the advertisement in detail. After much agonizing, he decides to settle on a Wilson. He could not be prouder when he gets into the car with his new racquet safely tucked under his arm. After he tried it out that afternoon, he phoned one of his friends, to tell him of his new racquet.

"I do not think you made the right choice," Chris says, "My Dunlop hits the ball a lot harder, and it has a larger 'sweet spot' than the Wilson."

"That is not true," says James. "I saw an advertisement this morning that said the Wilson hits the ball the hardest and that it is the best quality racquet on the market."

Lying in bed that night, James has a bit of a hollow feeling on his stomach. "I hope I did not make the wrong choice." He thinks. "It will be a long time before I will be able to afford a new tennis racquet again."

Questions:

1. What made James aware that he needs a new racquet? (5)
2. Which factors influenced James's choice of a racquet? (10)
3. Which sources of information did he consult? (5)
4. What can you say about his feelings after the purchase? (5)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the five types of consumer buying behaviour giving an example in each case. (15)
- b. Exchange is a key term in the definition of marketing. What conditions are necessary for an exchange to take place? (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the difference between undifferentiated, differentiated and concentrated targeting. (15)
- b. Discuss the five decisions that must be made in sales promotion. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. List and explain the five basic levels of a product. (15)
- b. Discuss the three elements of perception. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the five major product mix strategies. (15)**
- b. One of the functions of Marketing Information Systems (MIS) is to develop information. Where do marketing managers obtain the information? (10)**

TOTAL: 25 MARKS