

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 2010

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113)

**DEGREE AND YEAR: DIPLOMA IN COMMERCE YEAR 1
IDE DIPLOMA IN COMMERCE YEAR 2
B. ED. COMMERCE**

TIME ALLOWED: THREE (3) HOURS

- INSTRUCTIONS:**
- 1. TOTAL NUMER OF QUESTIONS ON THE PAPER IS 5**
 - 2. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) 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 THREE (3) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: GET IT ALL BAKERY

Get It All Bakery is owned by Stella Green and Norah Lake. The bakery offers baked goods such as cakes, bread, buns, and sweet rolls. They also serve sandwiches, soup, ice cream, and beverages. With twelve years of baking experience, Norah prepares the pastries and cakes at the back of the kitchen while Stella does the selling at the front counter, while preparing the sandwiches. The bread is delivered daily by Swaziland United Bakeries.

Also offered under the same roof is food catering that Brenda Wayne is in charge of. The catering includes a wide variety of foods, soups, and salads. To be competitive in the catering business, Get It All Bakeries is forced to offer low prices and provide samples on a regular basis.

Stella and Norah have been in operation for just about one year and have had a very slow start. Their revenues are just enough to cover their overheads. The bakery is located in a shopping mall surrounded by a variety of retail outlets. Stella feels their location is excellent with easy access from the major roads. It is located two robots from the closest supermarket offering bakery goods, and three kilometers from the nearest bakery of its size.

The owners feel their primary customers living in the area are mainly interested in cakes and sweet rolls. A major portion of their sales come from “drop-in” customers shopping in the mall. Another portion comes from parties and special occasions. The bakery does very little advertising: consisting of an advert in the Times of Swaziland, window signs, and flyers which are placed on cars in the shopping mall. The excellent location is dependent upon to draw the majority of their customers.

Since Get It All Bakery has the largest area space in the mall (incurring an enormous set-up cost), much more than needed, the excess space in the front is used to place several small tables and chairs and a gift area consisting of several racks of handicrafts located to the right nearest the entrance. The service counter displaying the baked goods is positioned in the middle directly to the rear (in front of the kitchen). Sales of the handicrafts have been disappointing and have certainly not paid the display space allocated.

The owners are wondering how they can increase sales of the high profit items which are the cakes and the other bakery goods. Furthermore, they are not sure if they are utilizing the available space to maximum potential.

Question

What marketing strategies should the GET IT ALL bakery implement?

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Define publics. Discuss the seven publics that can have an impact on the marketing operations of a company. (15)
- b. Discuss five advantages and five disadvantages of using print media to advertise a product. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Define a distribution channel. Identify and briefly discuss seven distribution channels that a marketing manager can use to distribute his products. (15)
- b. Discuss the five types of consumer buying behaviour, giving a practical example in each case. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Define the following terms: (15)
 - 1. Customer value
 - 2. Customer satisfaction
 - 3. Product orientation
 - 4. Marketing intelligence
 - 5. Sample frame
- b. Identify and briefly discuss the ten methods that a marketer can use to forecast sales. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Identify and discuss the five pricing approaches that a Marketing Manager can use in pricing his products. (15)
- b. Identify and briefly discuss the five levels of a product. (10)

TOTAL: 25 MARKS