

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION MAY 2011

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113)

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

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. TOTAL NUMBER OF QUESTIONS: 5**
- 2. ANSWER ANY FOUR (4) QUESTIONS**
- 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 ANY FOUR (4) QUESTIONS

QUESTION 1:

- a. Define packaging. Discuss the functions of packaging. (10)**
- b. Define a sales forecast. Discuss the four factors that a company needs to consider in making a sales forecast. (10)**

TOTAL: 25 MARKS

QUESTION 2

- a. Define personal selling and sales promotion. Discuss five situations in which a marketing manager can use personal selling and five situations in which a marketing manager can use sales promotion. (15)**
- b. Discuss the three pricing objectives of a company. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. Define marketing. Discuss the five core elements of marketing. (15)**
- b. Discuss the five steps that are involved in market segmentation. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. Define product positioning. Discuss the seven bases that a marketer can use to position a product. (15)**
- b. Consumers are classified as one of the micro environmental factors that can affect a company in its operations. Briefly discuss the five types of consumers. (5)**
- c. Define marketing research. Briefly identify the 4Cs of marketing research (5)**

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the factors that a company considers when choosing a distribution channel. (15)**
- b. Define a service. Discuss the four major characteristics that distinguish services from goods. (10)**

TOTAL: 25 MARKS