

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION JULY 2011

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: 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. Discuss the five steps of the marketing research process. (15)
- b. Define consumer goods. Briefly explain the four ways in which consumer goods can be classified (10)

TOTAL: 25 MARKS

QUESTION 2

- a. Discuss the five brand sponsorship options that are available to a manufacturer of a product, giving one advantage and one disadvantage in each case. (15)
- b. Define a wholesaler. What are the functions of wholesalers? (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss five types of sales forecasts, giving an example in each case. (15)
- b. Discuss the five types of product mix pricing strategies, giving one example in each case. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss five criteria that a marketer can use in evaluating market segments. (15)
- b. Discuss ten execution styles that a marketer can use in developing a message strategy. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the five elements of the personal selling process. (15)
- b. Discuss the five factors that influence the rate of adoption, giving an example in each case. (10)

TOTAL: 25 MARKS