

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION MAY 2012

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. Discuss the philosophies of marketing. (15)
- b. Discuss the five basic methods of collecting data. (10)

TOTAL: 25 MARKS

QUESTION 2

- a. Describe the product life cycle. In your answer, discuss the strategies that the marketer can use to remain competitive. (15)
- b. Discuss the methods that a marketer can use in sales forecasting. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Define marketing. Discuss the five core elements of marketing. (15)
- b. Discuss the psychological factors that affect consumer behavior. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss five general pricing approaches that can be used by marketers. (15)
- b. Define a target market. Discuss the three strategies that a marketer can use to target the market. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the major functions that are performed by distribution channels. (15)
- b. Define the following terms that are used in marketing: (10)

1. Wants
2. Customer value
3. Middlemen
4. Consumer action publics
5. Sample frame
6. Consumer goods
7. Hybrid channel of distribution
8. Intensive distribution
9. Comparative advertising
10. Prospecting.

TOTAL: 25 MARKS