

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION JULY 2012

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 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 five levels of products, giving a practical example in each case. (15)
- b. Explain five reasons why marketing is important (10)

TOTAL: 25 MARKS

QUESTION 2

- a. Discuss five competition based pricing approaches, giving an example in each case. (15)
- b. Discuss the five issues that are involved in sampling. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the advantages and disadvantages of using print media in promoting products. (15)
- b. The presentation of a retail store helps to improve its atmosphere. Discuss five major determinants of a store atmosphere. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss the steps involved in the consumer decision making process. (15)
- b. Discuss the methods used to set the promotion budget. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Define the following terms that are used in pricing products: (15)
 - 1. Cost plus pricing
 - 2. Value based pricing
 - 3. Market skimming pricing
 - 4. Market penetration pricing
 - 5. Optional product pricing
 - 6. Product bundle pricing
 - 7. Customer segment pricing
 - 8. Time pricing
 - 9. Promotion pricing

10. **Bait pricing**
11. **Customized pricing**
12. **Freight absorption pricing**
13. **By-product pricing**
14. **Status quo pricing**
15. **Going rate pricing**

b. Compare and contrast the selling and the marketing concept. (10)

TOTAL: 25 MARKS