

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2013

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113)
DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 1
IDE BACHELOR OF COMMERCE YEAR 2
TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. TOTAL NUMER OF QUESTIONS ON THE PAPER IS 5
2. ANSWER ANY FOUR (4) QUESTION
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. Briefly explain the micro and macro environmental factors that affect the company's ability to serve its customers. (15)
- b. Define the business market. Identify and briefly discuss the factors that can influence the business market in its operations. (10)

TOTAL: 25 MARKS

QUESTION 2

- a. XYZ is a wine producing firm. They have sold their product successfully both locally and internationally. They are concerned that they are not selling enough wine to the young business executives. They now wish to initiate a new product development process with the objective of creating a wine that will appeal to this segment. As a marketing expert, advise them. (15)
- b. Discuss the five types of sales forecasting. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the factors that affect an organization's pricing decisions. (15)
- b. Identify and briefly describe the methods used to collect data. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Define consumer behaviour. Discuss the factors that may affect consumer behaviour. (15)
- b. Define sales promotion. What are the major sales promotion tools? (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Define physical distribution. Discuss the four functions performed within the physical distribution system. (15)
- b. Write short notes on the following: (10)
 - 1. Marketing in a changing environment
 - 2. Marketing for non profit organizations

TOTAL: 25 MARKS