

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 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. **Discuss the three methods in which a marketer can classify products. (15)**
- b. **What is the difference between the following: (10)**
 1. **Hybrid and reverse channel**
 2. **Selective and exclusive distribution**
 3. **C-stores and convenience stores**
 4. **Supermarkets and super stores**
 5. **Broker and agent**

TOTAL: 25 MARKS

QUESTION 2

- a. **Discuss the pricing strategies that a company can use when they introduce new products to the market. (15)**
- b. **Define publics. Describe seven publics that may affect marketing operations. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. **Identify and briefly discuss the criticisms of marketing. In your answer, indicate how you would refute the criticisms. (15)**
- b. **Write short notes on behavioural segmentation. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Define promotion. Identify and explain the objectives of promotion. (15)**
- b. **Consumers do not adopt products and services at the same time. Discuss the five adopter categories. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Define focus groups. Discuss advantages and disadvantages of focus groups? (15)**
- b. **Define a distribution channel. Discuss the various distribution channel levels. (10)**

TOTAL: 25 MARKS