

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION MAY 2014**

**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 IN POINT FORM**

**QUESTION 1**

- a. How would you distinguish micro from the macro environment? Identify and briefly discuss the seven forces in the macro environment that can affect a company's marketing activities. (15)
- b. Exchange is a key concept in marketing. How would you define exchange? Discuss the five conditions that must be satisfied for exchange to take place. (10)

**TOTAL: 25 MARKS**

**QUESTION 2**

- a. How would you differentiate Marketing Information System (MIS) from Marketing Research? Name and describe the three major functions of MIS. (15)
- b. Define sales forecasting. Name and discuss the major factors to consider in sales forecasting. (10)

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. Define market segmentation. Discuss the bases that are used in market segmentation. (15)
- b. Define a product mix. Describe the four important product mix decisions that a marketing manager must make for successful operation of the business. (10)

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. Write short notes on the following: (15)
  1. Consumer adoption process.
  2. Consumer adopter categories.
  3. Methods of setting the advertising budget.
- b. Define segmented pricing. Discuss the various forms of segmented pricing giving a practical example in each case. (10)

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. Define a distribution channel. Describe the distribution channels that marketers can use to get products to consumers. (15)
- b. Briefly describe the strategies that a marketer can use to execute an advertising message. (10)

**TOTAL: 25 MARKS**