

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION JULY 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 NUMBER 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 between marketing and selling? Discuss the five core elements of marketing. (15)
- b. Consumers are classified as one of the micro environmental factors that can affect a company in its operation. Briefly discuss the five types of consumers (10)

**TOTAL: 25 MARKS****QUESTION 2**

- a. Discuss the five types of consumer buying behaviour giving a practical example in each case. (15)
- b. Identify and briefly discuss the ten methods that a marketer can use to forecast sales. (10)

**TOTAL: 25 MARKS****QUESTION 3**

- a. Write short notes on the following: (15)
  1. Public relations five major decisions.
  2. Types of sales forecasts.
  3. Product mix pricing.
- b. Define marketing research. Name and briefly describe the three functional roles of marketing research. (10)

**TOTAL: 25 MARKS****QUESTION 4**

- a. Discuss five pricing objectives that a marketer may have using an example in each case to illustrate your understanding. (15)
- b. Firms face a variety of branding alternatives. Name and describe five branding alternatives open to a company, giving a practical example in each case. (10)

**TOTAL: 25 MARKS****QUESTION 5**

- a. Discuss the five levels of a product. Illustrate by using an example in each case. (15)
- b. Describe two product strategies that a marketing manager can use for pricing new products stating the conditions under which each of the strategies can be used. (10)

**TOTAL: 25 MARKS**