UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION MAY 2015

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113)

DEGREE AND YEAR: DIPLOMA IN COMMERCE YEAR 1
IDE DIPLOMA IN COMMERCE YEAR 2
B. ED. SECONDARY COMMERCE

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:
1.   TOTAL NUMER 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.

ANSWER ANY FOUR (4) QUESTIONS

QUESTION 1:
a. Discuss the philosophies of marketing. (15)

b. Define promotion. Discuss the methods that a marketer can use in executing the message in promoting products. (10)

TOTAL: 25 MARKS

QUESTION 2
a. Describe the product life cycle. In your answer, discuss the strategies that the marketer can use at each stage of the product life cycle in order to remain competitive. (15)

b. Discuss the methods that a marketer can use in sales forecasting. (10)

TOTAL: 25 MARKS

QUESTION 3
a. Define marketing. Discuss the five core elements of marketing. (15)

b. Discuss the psychological factors that affect consumer behavior. (10)

TOTAL: 25 MARKS

QUESTION 4
a. Discuss five general pricing approaches that can be used by marketers. (15)

b. Define a target market. Discuss the three strategies that a marketer can use to target the market. (10)

TOTAL: 25 MARKS

QUESTION 5
a. Exclusive Wines Pty Ltd 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 major functions that are performed by distribution channels. (10)

TOTAL: 25 MARKS