UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND SEMESTER EXAMINATION MAY 2016

TITLE OF COURSE: PRINCIPLES OF MARKETING (BA 113/BUS 122)

DEGREE AND YEAR: BACHELOR OF COMMERCE FULL TIME YEAR 1
                      BACHELOR OF COMMERCE IDE YEAR 2
                      BACHELOR OF EDUCATION – COMMERCE YEAR 1

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. Define marketing. Briefly discuss the seven philosophies of marketing. (15)
    b. Define marketing research. Name and briefly describe the three functional roles of marketing research. (10)

                                    TOTAL: 25 MARKS

QUESTION 2

    a. Discuss the three methods that a marketer can use to classify products. (15)
    b. Identify the ten promotionalmessage execution styles that a marketer can use, giving a practical example in each case. (10)

                                    TOTAL: 25 MARKS

QUESTION 3

    a. Explain the difference between the micro environment and the macro environment as they relate to marketing. Identify and briefly discuss seven macro environmental factors that affect a company's ability to serve its customers. (15)
    b. Define segmentation. Briefly discuss the four levels of segmentation. (10)

                                    TOTAL: 25 MARKS

QUESTION 4

    a. Define a distribution channel. Identify and briefly discuss the eight distribution channels that a marketing manager can use to distribute his products.(15)
    b. Briefly explain the five pricing approaches that can be used by a marketer in pricing his products. (10)

                                    TOTAL: 25 MARKS

QUESTION 5

    a. Define advertising indicating the major elements of advertising. Briefly discuss ten types of advertising giving an example in each case. (15)
    b. Define sales forecasting. Identify and discuss the major factors to consider in setting a sales forecast. (10)

                                    TOTAL: 25 MARKS