

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 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. Discuss the five stages of the product life cycle. Describe the strategies used in each stage. (15)
- b. Identify and explain the promotion tools used by marketers to increase the sales of their products. (10)

TOTAL: 25 MARKS

QUESTION 2

- a. Define marketing. Discuss the five core elements of marketing giving an example in each case. (15)
- b. Organizations need to make branding decisions. Name and describe five branding alternatives that an organization can use. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the five methods that can be used to collect data giving one advantage and one disadvantage of each method. (15)
- b. Define a target market. Name and discuss the three strategies that marketers can use to target markets. Illustrate your understanding by giving one advantage and one disadvantage of using each strategy. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. One of the price adjustment strategies used by companies are discounts. Discuss the discounts that a company can give its customers giving an example in each case. (15)
- b. Discuss the methods that a marketer can use in sales forecasting. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the six micro environmental factors that may affect a company in its marketing operations giving an example in each case. (15)
- b. Define a distribution channel. Briefly explain the major functions of distribution channels. (10)

TOTAL: 25 MARKS