

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2017/2018

COURSE CODE: BUS 122

TITLE OF PAPER: Principles of Marketing

**DEGREE AND YEAR: Bachelor of Commerce / Bachelor in Education
Commerce**

TIME ALLOWED: Three (3) hours

- INSTRUCTIONS:**
- 1. Total number of questions: 6**
 - 2. Answer any four questions**
 - 3. All questions carry an equal marks of 25 marks**
 - 4. Marks will be awarded for good communication and orderly presentation**

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION ONE

- a) Marketing, according to the American Marketing association, is “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives”. Discuss (10 Marks)
- b) Explain the following marketing concepts:
 - 1. Wants (5 Marks)
 - 2. Product (5 Marks)
 - 3. Need and demand (5 Marks)

25 Marks

QUESTION TWO

- a) Give a detailed definition of marketing mix (10 Marks)
- b) Explain the importance of marketing (15 Marks)

25 Marks

QUESTION THREE

- a) What do you understand by consumer behaviour? (5 Marks)
- b) Discuss the factors that combine to affect the buying behaviour of consumers/customers (5 marks)

25 Marks

QUESTION FOUR

- a) Define ‘Product’ as proffered by Kotler and Armstrong (2007) (5 Marks)
- b) Attempt a full classification of products by methods (20 Marks)

25 Marks

QUESTION FIVE

- a) What is price (5 Marks)
- b) Explain factors that usually influence a company’s pricing decision (20 Marks)

25 Marks

QUESTION SIX

- a) As a student of marketing, what do you understand by market segmentation? (5 Marks)
- b) Briefly explain the basis for segmentation (10 Marks)
- c) For a market to be effectively segmented, certain requirements are non-negotiable. Explain these requirements. (10 Marks)

25 Marks