

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2017/2018

COURSE NUMBER: BUS 122

TITLE OF PAPER: Principles of Marketing

**DEGREE AND YEAR: Bachelor of Commerce Year 1 / Bachelor of
Education Commerce Year 1**

TIME ALLOWED: Three (3) hours

INSTRUCTIONS:

- 1. Answer any four questions**
- 2. All questions carry equal marks of 25 marks**
- 3. 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) Define and briefly explain the term "Marketing".
- b) Explain 5 core marketing elements otherwise known as marketing concepts.
- c) Briefly state/explain the marketing philosophies.

25 Marks

QUESTION TWO

- a) What is marketing environment?
- b) Explain the elements of marketing environment.

25 Marks

QUESTION THREE

- a) What is marketing research?
- b) State the role of marketing research.
- c) Briefly explain the marketing research process.

25 Marks

QUESTION FOUR

- a) What do you understand by consumer behaviour?
- b) Explain in full the various factors affecting consumer behaviour.

25 Marks

QUESTION FIVE

- a) Define the term market segmentation.
- b) Explain the four levels of market segmentation.
- c) What are the requirements for effective market segmentation?

25 Marks

QUESTION SIX

Briefly explain the following marketing terms:

- i. Marketing Mix (5 marks)
- ii. Psychographic segmentation (5 marks)
- iii. Adoption process (5 marks)
- iv. Industrial goods (5 marks)
- v. MIS (5 marks)

25 Marks