

UNIVERSITY OF ESWATINI

INSTITUTE OF POST-GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2018-2019

TITLE OF PAPER: MARKETING AND CONSUMER RESEARCH

PROGRAMME AND SEMESTER: MBA SEMESTER IV

COURSE CODE: BUS640

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS

1. ANSWER ANY FIVE QUESTIONS

NOTE: you are reminded that in assessing your work, account will be given of the accuracy of language and the general quality of expression, together with the layout and presentation of your responses.

THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

GOOD LUCK!!!

QUESTION 1

In the ever changing marketing environment, there is growing awareness among marketers to go for a careful study of consumer behaviour around which marketing activities revolve. Explain the implications of this statement in the study of consumer behaviour. [20 Marks]

QUESTION 2

As a marketing manager identify various consumer demand problems and proper marketing solutions to these problems with relevant examples. [20 Marks]

QUESTION 3

Discuss the levels and process of consumer decision making. [20 Marks]

QUESTION 4

For an organisation to succeed in a competitive environment it must imbibe the spirit of radicalism in its marketing efforts. Identify and explain the set of prescribed guidelines for radical marketing? [20 Marks]

QUESTION 5

- a) What is your understanding of market segmentation?
- b) Discuss fully the variables that are considered as basis for market segmentation? [20 Marks]

QUESTION 6

"A good product will not sell itself, but it requires the 'Midas-torch' of strategic marketing manager." How can marketing manager develop a target market for a chosen product? [20 Marks]