

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2019

TITLE OF PAPER	:	PRINCIPLES OF MARKETING
COURSE CODE	:	BUS 122
TIME ALLOWED	:	THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER ANY FOUR (4) QUESTIONS**
- 2. ALL QUESTIONS CARRY EQUAL MARKS OF 25 MARKS EACH**
- 3. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AND FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.**

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

- a) What do you understand by the subject marketing?
- b) Explain clearly the core marketing concepts?
- c) Explain the gap between production and consumption? [25 marks]

QUESTION 2

- a) Explain your understanding of marketing environment?
- b) Distinguish between micro environment and macro environment?
- c) Discuss clearly the components of macro environment? [25 marks]

QUESTION 3

- a) Define marketing information system (M.I.S) and explain its functions in organisation?
- b) Discuss the methods of data collection by researcher? [25 marks]

QUESTION 4

- a) Briefly explain the types of consumer buying behaviour.
- b) Explain as comprehensive as possible factors that affect consumer behaviour? [25 marks]

QUESTION 5

- a) What is market segmentation?
- b) Explain the factors internal to the organisation that affect market segmentation? [25 marks]

QUESTION 6

- a) Define product and explain the characteristics of service that distinguish it from product?
- b) Discuss fully the stages involved in product development? [25 marks]

QUESTION 7

- a) What is price?
- b) Explain the factors that must be taken into account when fixing the price of a product? [25 marks]

QUESTION 8

- a) Define promotion and explain why companies carry out promotion activities?
- b) What is place in marketing?
- c) Explain the functions of distribution channel? [25 marks]

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MAIN EXAMINATION PAPER; B.COM. F/T & IDE, B.ED F/T & IDE AND BSC IT

STUDENTS

MAY, 2019

TITLE OF PAPER : PRINCIPLES OF MANAGEMENT

COURSE CODE : BUS134/BA114

TIME ALLOCATED : THREE [3] HOURS

TOTAL MARKS : 100 MARKS

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS 5
2. THE PAPER CONSISTS OF SECTION A AND SECTION B
3. ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE [3] QUESTIONS IN SECTION B.
4. THE MARKS ALLOCATED FOR A QUESTION/PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION/PART OF QUESTION.
5. THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A : CAREFULLY READ THE CASE STUDY BEFORE YOU ATTEMPT THE CASE STUDY QUESTIONS

It is surprising that many people, including commerce students and industry executives, have not read the Kingdom's vision 2022 document. You can proceed to read it now!!!!!!

His Majesty's Vision 2022

His Majesty King Mswati III has a vision of seeing the Kingdom of eSwatini become a First World nation by 2022. His Majesty outlined his great vision on the occasion on "Common Wealth Heads of Government meeting 2009" His Majesty King Mswati-III mentioned;

"The Kingdom of eSwatini continues to use its resources and capabilities to expand investment opportunities for both foreign and local business, as part of our national strategy for socio-economic growth. We spare no effort in our drive to access and secure international markets for our products as we see this to be a crucial link to the global economy. All our programmes and initiatives are guided by our National Development Strategy - Vision 2022. The Vision's main objective is to improve the standard of living for all our people through access to quality services, wealth creation and employment opportunities.

It spells out all the key macro-sectorial strategies that need to be in place so that by the year 2022, the Kingdom of eSwatini would be in the top 10 per cent of the medium human development group of countries founded on sustainable economic development, social justice and political stability. It is noteworthy that the UN Millennium Development Goals (MDGs) fit very well into our national vision. We are committed to address issues of poverty and access to quality health, gender equity, social integration and the pursuit of development models which place emphasis on environmental protection. However, efforts to achieve our objectives are often negatively affected by several challenges including disease and epidemics such as HIV and AIDS, climate change and the global financial crisis that the world experienced recently.

The latter has been a drawback to many of our initiatives especially because it affected our export-based industries. However, we remain optimistic as we see signs of recovery from the global economic downturn. While our economy is still primarily agro-based, our programmes have opened opportunities in mining, energy, tourism, Information Communication Technology (ICT), research and hi-tech industries. We realise that our economy will continue to benefit from the advancement of information and technology in all areas of our operations. I am confident that if used correctly and

creatively, ICT holds the key to solutions to the various challenges we face. eSwatini sees a golden opportunity in the use of ICT for research, particularly in the area of industrial development and other fields.

In this regard, we are establishing a Science and Technology Park and a Centre of Excellence. In realisation of the fact that education is key to the development of our people a decision has been taken that we shall be offering free universal primary education albeit on an incremental basis. Government funds the education of orphaned and vulnerable children.

Investment opportunities: The Kingdom offers vast opportunities in agribusiness, mining, tourism and light manufacturing. As a result of our open market policy, skilled human resource, modern infrastructure and political stability to name just a few, eSwatini is a safe and stable investment haven in our region.

Tourism: The Kingdom of eSwatini sees tourism as a major income earner and a vehicle to bring people of different cultural backgrounds together. Our country boasts a very rich cultural heritage that continues to play an important role in attracting tourists. We hold major annual cultural events such as the Umhlanga - Reed Dances which starts off with that of women around July and culminates in that of maidens in the last week of August. The Kingdom will be commissioning a new and bigger international airport in early 2010.

Our new international airport is strategically located between major regional wildlife parks and harbours and is the best gateway into the proposed Lubombo Game Reserve. Peace and stability since eSwatini became a nation we have continued to progress under peaceful and stable conditions. We have used this attribute as a major draw card for attracting investment as we offer an investor-friendly environment that suits the needs of even the most discerning prospector. As a peace-loving nation, the Kingdom of eSwatini strongly believes in promoting dialogue to address national issues and challenges.

It is for that reason that our country is known all over the world to be an oasis of peace. In conclusion, as the Commonwealth Heads of State and Government are meeting in this beautiful Island of Trinidad and Tobago, I wish our organisation great success in dealing with all the issues and challenges that humanity faces today.

CASE STUDY QUESTIONS [40 MARKS]

- 1.1 What is the Kingdom of Eswatini's vision and where was it pronounced ? (5 marks)
- 1.2 Explain the external factors that may derail the attainment of the Kingdom's vision (10 marks)
- 1.3. Based on information from the case, develop a SWOT analysis of the Kingdom of Eswatini (15 marks)
- 1.4. What would you advise the government to do in its transformation process (10 marks)

[Total 40 Marks]

SECTION B. ANSWER [3] QUESTIONS OF YOUR CHOICE FROM THIS SECTION.

QUESTION 2

Explain the three decision making conditions (environments) and clearly articulate characteristics and attributes of these environments. **[Total 20 Marks]**

QUESTION 3

a. Taylor's ideas of management are moribund. How do you retort to this? (10 marks)

b. Explain the contingency theory and how it works (10 marks)

[Total 20 Marks]

QUESTION 4

Illustrate the relationships between managerial levels, managerial skills and strategies made by managers **[Total 20 Marks]**

QUESTION 5

Explain what controlling involves and why it is a key element of the management process.

[Total 20 Marks]

END OF QUESTION PAPER: GOOD LUCK!!!