

**UNIVERSITY OF ESWATINI**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**RE-SIT EXAMINATION PAPER**  
**JUNE/JULY 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) "Marketing is a managerial process of identifying the needs and wants of consumers and providing these needs and wants at a profit" Discuss?
- b) Explain critically 5 marketing concepts with examples?
- c) State the criticisms levied against marketing as a profession? [25 marks]

### **QUESTION 2**

- a) What is marketing research?
- b) Discuss in full detail the steps involved in marketing research process. [25 marks]

### **QUESTION 3**

- a) Define the marketing environment and list the components of marketing environment?
- b) How does culture affect individual consumer behaviour?
- c) Explain the "AIDA" concept and its influence on consumer behaviour? [25 marks]

### **QUESTION 4**

- a) State the requirements for effective market segmentation?
- b) Identify the factors that can influence manager's efforts in forecasting the sales of a product?
- c) Explain the levels of products. [25 marks]

### **QUESTION 5**

- a) With explanation give a comprehensive definition of price?
- b) Explain in full the various pricing strategies that a company can use? [25 marks]

### **QUESTION 6**

- a) Explain comprehensively, the levels of channel of distribution.
- b) Briefly explain the communication model? [25 marks]

### **QUESTION 7**

Explain the following:

- a) Behavioural segmentation
- b) Survey
- c) Idea screening
- d) Marketing mix
- e) Complex buying behaviour [25 marks]