



UNIVERSITY OF ESWATINI

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

AUGUST 2020

TITLE OF PAPER	:	Marketing and Consumer Research
COURSE CODE	:	BUS 640
TIME ALLOWED	:	THREE (3) HOURS
EXAMINER	:	PROF JJ PRINSLOO

INSTRUCTS:

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (10)
3. ANSWER ALL THE INDICATED QUESTIONS
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.

SPECIAL REQUIREMENTS: NONE

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

Answer any five (5) of the following questions. Indicate the question number clearly in your exam answer book.

Question 1

The *marketing concept* was developed over time through relevant and important business orientations. Each one of these was a dominant paradigm during a specific time in the historical development of marketing, in general. Discuss the development of the marketing concept over time.

- During your discussion, also refer to **two Eswatini based companies that you believe grasp and use the marketing concept?**

(20)

Question 2

Customer segmentation is based on various “**Consumer-Rooted Segmentation Bases**”. Discuss each of these bases theoretically, and support your discussion with practical applicable examples.

(20)

Question 3

With reference to Maslow’s hierarchy of needs, discuss the different levels of needs as indicated by Maslow. Also indicate and explain practical applications and functioning of different level needs.

(20)

Question 4

Discuss Consumer Perception regarding the following:

- Definition
- Elements of perception
- Provide practical examples in your motivation and discussion.

(20)

Question 5

With reference to marketing communication, discuss the following:

- The meaning of advertising appeal

- Name, explain and support your discussion with practical examples of the different advertising appeal elements

(20)

Question 6

Although the family life cycle vary from family to family, discuss the different groupings within a "traditional family life cycle". Refer to practical examples within each of the identified groupings.

(20)

Question 7

Age based sub cultures refer to different age groupings within any society. Explain and refer to applicable examples of the different four (4) "Major age subcultures" mentioned within the parameters of their respective age categorising.

Question 8

Discuss Cross cultural consumer analysis based on the following categories:

- Similarities and differences amongst people
- The growing global middle class
- The global teen market
- Acculturation

(20)

Question 9

Diffusion of innovation is highly important when new products are launched. Thus, discuss the process of "**Diffusion of innovation**" with reference to the elements of diffusion of innovation. Use practical examples in your discussion.

(20)

Question 10

During the current pandemic, *marketing ethics and social responsibility* became a contentious issue for marketers in general. Briefly discuss this statement based on the following guidelines:

- Societal marketing
- Exploitive marketing
- Marketing to children

Use practical examples during your discussion.

(20)

TOTAL

100