



2nd SEM. 2017/18

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**UNIVERSITY OF SWAZILAND
RE-SIT EXAMINATION PAPER**

PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE
APPAREL DESIGN AND MANAGEMENT YEAR
II

COURSE CODE : TAD210

TITLE OF PAPER : PRINCIPLES OF MARKETING AND RETAILING

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS : ANSWER QUESTION ONE (1) AND ANY OTHER
TWO (2) QUESTIONS

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QUESTION 1 (COMPULSORY)

- a) Decide on a new textile product and explain **five (5)** product development steps. (10 Marks)
- b) Discuss **five (5)** sustainable marketing and retailing principles. (15 Marks)
- c) Describe how each of the following marketing actors impact a company's performance. (15 Marks)
- i) Suppliers
 - ii) Competitors
 - iii) Marketing intermediaries.

[TOTAL MARKS = 40]

QUESTION 2

- a) What is pricing? Describe **two (2)** pricing strategies for new products. (2 + 2 X 4 = 10 Marks)
- b) Explain the STEP analysis for scanning the external environment. (10 Marks)
- c) List and briefly describe the **five (5)** steps of the consumer decision making process. Use apparel product(s) as examples for your answer. (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Describe how marketing strategies change during the following stages of a product life cycle. (10 Marks)
- i) Introduction
 - ii) Growth
- b) Define the **five (5)** major promotion tools. (10 Marks)
- c) Apparel²¹ is an example of an integrated inventory system used in some apparel companies. List and explain **one (1)** use at each of the following sections. (10 Marks)
- i) Retail Management
 - ii) Finance Department
 - iii) Merchandising Department
 - iv) Point of sale
 - v) Web store

[TOTAL MARKS = 30]

QUESTION 4

a) Explain how an apparel company can create a competitive edge through each of following:
(Use practical examples to support your answer).

- i) Cost
- ii) Quality

(10 Marks)

b) Discuss **three (3)** advantages and **two (2)** disadvantages of the following:

- i) Perfect competition
- ii) Monopolistic competition

(10 Marks)

c) Explain the strategic role of the use of technology in an organisation. Use the apparel industry as an example.

(10 Marks)

[TOTAL MARKS = 30]