



**UNIVERSITY OF SWAZILAND**  
**SUPPLEMENTARY EXAMINATION PAPER**

**PROGRAMME :** BACHELOR OF SCIENCE IN TEXTILE APPAREL  
DESIGN and MANAGEMENT YEAR IV

**COURSE CODE :** TADM 408

**TITLE OF PAPER :** PRINCIPLES OF MARKETING

**TIME ALLOWED :** TWO (2) HOURS

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

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THE CHIEF INVIGILATOR**

**QUESTION 1(COMPULSORY)**

- a) Name and describe the major steps in the new product development process. (15 Marks)
- b) Describe the major promotional tools that a company can use to persuasively communicate customer value. (15 Marks)
- c) Discuss your understanding of **Cause related marketing**. Use examples in your discussion. (8 Marks)
- d) What is business portfolio analysis? (2 Marks)

[40 MARKS]

**QUESTION 2**

- a) Name and describe the following price adjustment strategies.
    - i. Segmented pricing
    - ii. Psychological pricing
    - iii. Geographical pricing
  - b) Discuss the main types of buying decision behaviour. (12 Marks)
  - c) What is a strategic business unit? (16 Marks)
- (2 Marks)

[30 MARKS]

**QUESTION 3**

- a) Discuss the stages that a consumer goes through in the process of adopting a new product. (10 Marks)
- b) What is your understanding of consumer products? (12 Marks)
- c) Discuss with examples your understanding of channel conflicts. (8 Marks)

[30 MARKS]

**QUESTION 4**

- a) Discuss the different levels in which market targeting can be carried out. (12 Marks)
- b) Briefly explain any **three (3)** factors that influence a company's macro environment. (15 Marks)
- c) What criteria should brand differences meet prior to marketing? (3 Marks)

[30 MARKS]