



2ND SEM. 2018/19

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**UNIVERSITY OF ESWATINI
FINAL EXAMINATION PAPER**

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

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**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN GRANTED BY
THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- a) Identify and describe **five (5)** different behavioural bases for market segmentation. (10 Marks)
- b) One of the elements of the macro environment is the economic environment. Economic factors affect businesses and set their economic environment. Identify **two (2)** key economic trends and explain why they are important for business. (10 Marks)
- c) Will value based pricing always be in the customers' best interests? Use an example to explain your answer. (5 Marks)
- d) Describe any **five (5)** publics that can affect an organisation's ability to achieve its goals. (10 Marks)
- e) Discuss how age and life cycle affects consumer buying behaviour. (5 Marks)

[TOTAL MARKS= 40]

QUESTION 2

- a) Discuss with examples **three (3)** reasons why business legislations have been enacted. (12 Marks)
- b) With the aid of a diagram explain the stages of a products' life cycle. (8 Marks)
- c) Describe **five (5)** key functions that members of the marketing channel perform. (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Identify and explain any **three (3)** strategies that a company can use to grow their business. (9 Marks)
- b) Name and describe a portfolio planning method that can be used to evaluate a company's strategic business units in terms of market growth and relative market share. (12 Marks)
- c) Describe the following buyer behaviours. (6 Marks)
 - i. Complex buyer behaviour
 - ii. Variety seeking buyer behaviour
- d) Name **three (3)** promotional tools that marketers use to communicate value to their customers. (3 Marks)

[TOTAL MARKS =30]

QUESTION 4

- a) Describe the stages that consumers go through in adopting new products. **(10 Marks)**
- b) Explain the key stages of the New Product Development (NPD) process. **(15 Marks)**
- c) Discuss your understanding of a market orientated firm. **(5 Marks)**

[TOTAL MARKS = 30]