



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING

QUALIFICATION: DIPLOMA IN TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING : MGT	
QUALIFICATION CODE: 06DTVM	LEVEL: 6
COURSE CODE: MVT620S	COURSE NAME: PRINCIPLES OF ENGLISH LANGUAGE USE
SESSION: JANUARY 2023	PAPER: PAPER 2
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION – QUESTION PAPER	
EXAMINER(S)	PROF. N. KUFAINE
MODERATOR:	MR. N. ABRAHAM

INSTRUCTIONS
<ol style="list-style-type: none">1. Read the instructions carefully before answering the questions2. Answer ALL the questions.3. Write clearly and neatly.

THIS PAPER CONSISTS OF 2 PAGES (Including this front page)

- 1. The definition for marketing is influenced by many factors. Describes characteristics of a definition influenced by the following factors (10)**
 - a. The principle-driven definitions of marketing. (5)
 - b. The action-driven definitions of marketing. (5)
- 2. There are different types of data used in marketing. Define and describe the following types of data. (30)**
 - a. internal data. (5)
 - b. External data. (5)
 - c. Primary data. (5)
 - d. Secondary data. (5)
 - e. Qualitative data. (5)
 - f. Quantitative data. (5)
- 3. Describe the characteristic of the following customer segmentation factors. (20)**
 - a. Geographic. (5)
 - b. Demographic. (5)
 - c. Behavioral. (5)
 - d. Psychographic. (5)
- 4. Described how the following management principles are used in managing marketing activities. (20)**
 - a. Planning. (5)
 - b. Organising. (5)
 - c. Implementation. (5)
 - d. Control. (5)
- 5. One of the objectives in marketing is market growth. Describe the following marketing growth approaches. (20)**
 - a. Market penetration. (5)
 - b. Market development. (5)
 - c. Product development. (5)
 - d. Diversification. (5)