



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING AND OTHERS	
QUALIFICATION CODE: 07MARB	LEVEL: 5
COURSE CODE: IME511S	COURSE NAME: INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
SESSION: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of SEVEN (7) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Indicate your class lecturer's name on your answer sheet5. Use the tables provided on [page 7] to answer the questions for Section A; Question One (Multiple Choice Questions) and Question Two (True/False Questions), detach and insert it into your answer booklet6. Read each question carefully7. Allocate your time appropriately

THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES

GOOD LUCK!!

QUESTION 1: MULTIPLE CHOICE QUESTIONS**(15 X 1 =15)**

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. 1 mark shall be awarded for each correct answer.

1. Marketing seeks to create and manage profitable customer relationships by delivering _____ to customers.
 - a. competitive prices
 - b. superior value
 - c. superior service
 - d. superior promotion
 - e. product assortment

2. Successful businesses have one thing in common; they are heavily committed to marketing and strongly working at _____.
 - a. obtaining the best CEOs
 - b. increasing wealth to stockholders
 - c. focusing on customers
 - d. motivating employees
 - e. social responsibility

3. _____ is managing profitable customer relationships.
 - a. Management
 - b. Control
 - c. Marketing
 - d. Human resources
 - e. Customer service

4. The twofold goal of marketing is to keep and grow current customers and to _____.
 - a. attract new customers by promising superior value
 - b. keep and grow current customers by delivering competitive pricing
 - c. keep and grow current customers by delivering friendly service
 - d. keep and grow current customers by delivering vast product assortment
 - e. all of the above

5. Highly successful businesses know that if they take care of their customers, _____ will follow.
 - a. frequent good word of mouth
 - b. market share
 - c. profits
 - d. market share and profits
 - e. increased competition

6. What do businesses call a set of benefits that they promise to consumers to satisfy their needs?
 - a. market offering
 - b. value proposition
 - c. demand satisfaction
 - d. need proposition
 - e. evoked set

7. You are preparing a combination of products, services, information and experiences to a market to satisfy needs and wants. What are you preparing?
 - a. value proposition
 - b. demand satisfaction
 - c. tactical plan
 - d. market offering
 - e. strategy

8. Customer satisfaction depends on the product's perceived value relative to the buyer's _____.
 - a. cost of obtaining the product
 - b. expectations
 - c. cost of competing products
 - d. cost of the lost experience
 - e. all of the above

9. When a customer is satisfied, we can safely say that this is when a customer's purchase _____ his or her expectations.
 - a. exceeds
 - b. redefines
 - c. falls short of
 - d. lives up to
 - e. none of the above

10. The five alternative concepts under which organisations conduct their marketing activities include the production, _____, selling, marketing and societal marketing concepts.
 - a. promotion
 - b. pricing
 - c. distribution
 - d. product
 - e. demarketing

11. Computers now generate mounds of data. However, given all this data, marketing managers still complain that they lack _____.
 - a. enough information of the right kind
 - b. quality information
 - c. timely information
 - d. accurate and reliable information
 - e. valid information

12. An MIS consists of people, equipment and procedures to _____, sort, analyse, evaluate and distribute information to marketing decision makers.
 - a. test
 - b. test market
 - c. gather
 - d. critique
 - e. assess

13. Your business has just developed its first successful MIS. It interacts with information users to _____ information needs, develop needed information, distribute the marketing information, and help managers use it in their decision-making.
- assess
 - collect
 - retrieve
 - store
 - validate
14. The marketing information system is not limited to use by the business it serves. It may also provide information to _____.
- the government
 - external partners
 - various publics
 - competitors
 - none of the above
15. This systematic collection and analysis of publicly available information about competitors and developments in the marketing environment is very useful. What is it called?
- marketing data
 - marketing intelligence
 - web master
 - sales and sales management
 - secondary data

QUESTION 2: TRUE/FALSE

(5X2=10)

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. Two (2) marks shall be awarded for each correct answer.

- 2.1 An effective MIS assesses information needs, develops needed information and distributes the information to help managers use it in decision-making.
- 2.2 Developing an internal database often requires that you obtain information from your business's accounting and sales records stored in the computer.
- 2.3 Marketing research systematically designs, collects and reports data directly relevant to a specific marketing situation facing the organisation.
- 2.4 Defining the problem and research objectives is often the hardest step in the research process.
- 2.5 Ethnographic research involves sending trained observers to watch and interact with consumers in their "natural habitat".

SECTION B: DESCRIPTIVE QUESTIONS**[75]**

Answer all the questions of Section B in the answer book(s) provided.

QUESTION 1**(15)**

1.1 To create and capture customer value Marketers have to follow five steps; name the five (5) steps in the Marketing Process. (5)

1.2 Describe the five (5) different marketing management orientations that a company can adopt to drive its marketing strategy. (10)

QUESTION 2**(4)**

Name the four (4) research contact methods.

QUESTION 3**(37)****SLOWTOWN COFFEE ROASTERS CASE STUDY AND QUESTIONS**

Read the following case study, and answer the Questions that follow.



Slowtown coffee roasters is a Namibian based lucrative company with products distributed and manufactured nationally. Slowtown's current product range includes various quality brewed coffee, pastries and light lunches. Slowtown's strategy focuses on targeting new distribution channels in the form of delivery, providing an even larger product range and keeping abreast of modern technology. Furthermore, Slowtown target market are customers born between 1977 and 2000 and are comfortable with technology. The changing consumer trends to live healthier and avoid any kind of caffeine can be a potential threat to Slowtown because consumers demand more caffeine free coffee and healthier food options. Because Slowtown's marketing function cannot expand further on health issues, nor does their current product ranges be marketed adequately among consumers, it causes inadequate control problems in stock. Slowtown's strong financial position may count in their favor during the standing economic recession in Namibia during which other competitors may arise. Competitors with better prices can count against Slowtown because they are asking more expensive product prices. Slowtown products pricing strategy is based on what markets can pay but does not consider actual costs.

- 3.1 Describe strengths, weaknesses, opportunities and threats. (8)
- 3.2 Identify two strengths, weaknesses, opportunities and threats from the Slowtown case study. (8)
- 3.3 Identify how Slowtown will adapt their marketing mixes for international markets if they want to enter the South African market with no cultural differences? (3)
- 3.4 Identify which generation of customers in the demographic environment Slowtown target? (3)
- 3.5 Before a marketer can produce products, the marketer must understand the different types of markets that demand its products. Name and briefly explain by means of an example the five (5) different types of markets that are available to a marketer. (15)

QUESTION 4 (15)

Explain the five (5) consumer decision-making stages.

QUESTION 5 (4)

Briefly explain the following terms and give one example of each of the following terms.

- 5.1 Consumerism (2)
- 5.1 Environmentalism (2)

ANSWER SHEET FOR SECTION A

STUDENT NUMBER: _____

Question 1

(15 x 1 = 15 Marks)

	A	B	C	D	E
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

Question 2

(5 X 2 = 10 MARKS)

	TRUE	FALSE
2.1		
2.2		
2.3		
2.4		
2.5		