



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF SPORTS, BACHELOR OF LOGISTICS, BACHELOR OF TRANSPORT	
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COURSE CODE: FOM511S	COURSE NAME: FUNDAMENTALS OF MARKETING
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DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of NINE (9) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Indicate your class lecturer's name on your answer sheet5. Read each question carefully6. Allocate your time appropriately

**THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES INCLUDING THE FRONT PAGE.
GOOD LUCK!**

SECTION A: MULTIPLE CHOICE QUESTIONS

[40]

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. **[20 x 2 = 40 marks]**

QUESTION 1.1

Kellogg's uses this market segmentation approach with the Kellogg's Special K or Kellogg's Rice Krispies products:

- A. Differentiated marketing
- B. Mass marketing
- C. Niche marketing
- D. One-to-one marketing
- E. Segmentation

QUESTION 1.2

_____ consists of information that already exists somewhere, having been collected for another purpose.

- A. Primary data
- B. Secondary data
- C. Marketing intelligence
- D. Research objectives
- E. Marketing research process

QUESTION 1.3

Which one of the following are perceived as a contact method in marketing research when planning for primary data collection.

- A. Observation
- B. Survey
- C. Experiment
- D. Mail
- E. Questionnaire

QUESTION 1.4

When the agent of Kirby vacuum cleaners visits your home to demonstrate the product, he acts as a _____.

- A. provider
- B. financial intermediary
- C. agent
- D. marketing intermediary
- E. supplier

QUESTION 1.5

Furniture, clothing, used cars and major appliances are considered to be _____.

- A. shopping products
- B. consumer products
- C. convenience products
- D. specialty products
- E. promotion products

QUESTION 1.6

_____ refers to the process of dividing the total market for a particular product or product category into relatively homogeneous groups.

- A. Differentiated marketing
- B. Market segmentation
- C. Mass marketing
- D. Niche marketing
- E. One-to-one marketing

QUESTION 1.7

_____ is the sum total of learnt beliefs, values and customs that ultimately direct human behaviour within a society.

- A. Formal learning
- B. Subculture
- C. Perception
- D. Culture
- E. Personality

QUESTION 1.8

The fact that a segment must be profitable enough to make it worthwhile for the business to pursue refers to which criteria of market segmentation?

- A. Accessible
- B. Identifiable and measurable
- C. Responsive
- D. Viable and sustainable
- E. Substantial

QUESTION 1.9

When consumers remember good facts about a brand and forget good facts about competing brands, it refers to _____.

- A. selective blocking
- B. selective distortion
- C. selective selection
- D. selective attention
- E. selective retention

QUESTION 1.10

Changing buyer tastes is an example of:

- A. Opportunities
- B. Strengths
- C. SWOT analysis
- D. Threats
- E. Weaknesses

QUESTION 1.11

A person's traits, attitudes and habits refer to which psychographic segmentation variable?

- A. Behaviour
- B. Geodemographic
- C. Lifestyle
- D. Motive
- E. Personality

QUESTION 1.12

There has been a petrol strike that has worried many businesses and consumers. In which one of the following environments did this change occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.13

Suppose the government is introducing a new law that alcohol producers can no longer advertise because it can negatively affect young people. In what environment would this change occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.14

The financial manager sends a new budget to the marketing manager so that the marketing department can set up a marketing campaign for the new youth market of 2019. In which one of the following environments has this change taken place?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.15

The demand for a product such as coffee leads to the creation of a market for coffee. In which environment does this occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.16

_____ is the sum total of learnt beliefs, values and customs that ultimately direct human behaviour within a society.

- A. Formal learning
- B. Subculture
- C. Perception
- D. Culture
- E. Personality

QUESTION 1.17

Polony and products from Enterprise Foods factory in Polokwane, Limpopo are the source of the world's largest outbreak of listeria. Which internal factors will be influenced?

- A. Learning
- B. Motivation
- C. Perception
- D. Attitude
- E. All of the above

QUESTION 1.18

The tendency of customers to interpret information in a manner that will support what they already believe refers to _____.

- A. perceptual blocking
- B. perceptual distortion
- C. perceptual selection
- D. selective attention
- E. selective exposure

QUESTION 1.19

The quality of services depends on who provides them and when, where and how. This is known as _____.

- A. Services intangibility
- B. Services inseparability
- C. Services perishability
- D. Services variability
- E. Services dependability

QUESTION 1.20

Services cannot be stored for later sale or use. This is known as _____.

- A. Services intangibility
- B. Services inseparability
- C. Services perishability
- D. Services variability
- E. Services dependability

SECTION B: DESCRIPTIVE QUESTIONS**[40 marks]**

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

Question 2 (5)

Differentiate between the following, by matching column A to column B.

	Column A		Column B
2.1	Learned predisposition to behave in a manner that is consistently favourable or unfavourable towards a specific object.	A	Perception
2.2	The process by which a person selects, organises and interprets stimuli to form a meaningful picture of the world.	B	Motivation
2.3	Driving force in people that compels them to act in a certain way.	C	Personality
2.4	Individual differences in characteristic patterns of thinking, feeling and behaving.	D	Attitudes
2.5	Customers have needs and tries to satisfy their needs by buying products and services that will add value to their lives and fulfil these needs.	E	Customer satisfaction

Question 3 (10)

Name and shortly explain the five (5) requirements that a market segment must comply with.

Question 4 (4)

Publics form part of a company's external environment. Name four (4) groups of publics that has an actual or potential interest in or impact on a company's ability to achieve its objectives.

Question 5 (5x3=15)

Ruben started a local transport company in Namibia to provide innovation in local transportation. Explain the five (5) steps in the marketing process Ruben should follow in order to market his products and services successfully. Motivate your answer by means of using examples.

Question 6 (3x2=6)

A marketing research project might have one of three types of objectives when it comes to defining the problem and research objectives. Identify and explain the three (3) types of research objectives in order to gather information for a research project.

SECTION C: APPLICATION QUESTIONS

[20 marks]

Read the following case study and answer the questions that follow.

MR MUSCLE® 5 IN 1 KITCHEN CLEANER

Mr Muscle® provides a range of superior cleaning products scientifically formulated to make the toughest cleaning jobs easier. The brand is constantly innovating by understanding its consumers' cleaning needs and by adapting to the changing consumer habits that have taken place over the years. Mr Muscle® is a household name from 1985 till now to its South African customers and is one of the most popular and recognisable brands in the household cleaning aisle.



One of their most popular products, the Mr. Muscle 5 in 1 kitchen cleaner which is specially formulated to tackle tough kitchen grease and grime quickly and easily with the added benefit of disinfecting kitchen by 99.99%. Mr. Muscle 5 in 1 kitchen cleaner is suitable for use on most kitchen surfaces including cooker tops, sinks and work surfaces. This is an ideal product for the Namibian market as it is so easy to use. Just turn the nozzle to the "ON" position, spray surface and wipe the dirt, bacteria and grime away with a damp cloth!

Recently Mr Muscle kitchen cleaner's sales have levelled off, and managers want to increase market share as soon as possible. Managers are hard at work investigating each and every aspect of the product and marketing mix, in order to maintain the sales of Mr Muscle 5 in 1 kitchen cleaner.

Question 7 (10)

- 7.1 Which market segment is being targeted by the above advertisement of Mr Muscle? (2)
- 7.2 Describe the above mentioned market segment by referring to the readers' demographics. Name and motivate any two (2) relevant demographic characteristics that Mr Muscle uses as a basis of segmentation. (4)
- 7.3 Identify the targeting marketing approach used by Mr Muscle 5 in 1 kitchen cleaner. Provide reasons for your answer. (4)

Question 8 (7)

Draw a positioning map of Mr Muscle's 5 in 1 kitchen cleaner compared to other kitchen cleaners, refer to price and quality content as indicated in the following table.

Kitchen cleaner	Price
• Dettol	R 35.00
• Handy Andy	R 43.99
• Mr Muscle	R 38.99
• Pick 'n Pay name brand	R 15.99
• VIM	R 20.99

Question 9 (3)

Identify and explain which type of service marketing Mr. Muscle provides customers.

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