



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

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| QUALIFICATION: BACHELOR OF MARKETING AND OTHERS | |
| QUALIFICATION CODE: 07MARB | LEVEL: 5 |
| COURSE CODE: IME511S | COURSE NAME: INTRODUCTION TO MARKETING AND ITS ENVIRONMENT |
| SESSION: JUNE 2022 | PAPER: (PAPER ONE) |
| DURATION: 3 HOURS | MARKS: 100 |

| FIRST OPPORTUNITY EXAMINATION QUESTION PAPER | |
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| EXAMINER(S) | Dr. B Tjizumaue Ms. W Feris Ms. R Fotolela |
| MODERATOR: | Mr. J Ndungaua |

| INSTRUCTIONS |
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| <ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly |

THIS QUESTION PAPER CONSISTS OF 7 PAGES (Including this front page)

SECTION A**(20 MARKS)****Question 1 (True or False Questions)**

Use the table provided on **page 7** to answer these questions, then detach and insert it into your answer booklets. Indicate whether the following statements are True or False by crossing (X) in the appropriate box. **2 mark** shall be awarded for each correct answer.

| No. | Question |
|------|---|
| 1.1 | A non-profit organisation is an organisation that is operating for profit or gain. |
| 1.2 | A want is something that is essential for survival. |
| 1.3 | The significant trends in the natural environment include shortages of raw materials, increased pollution and decreased government intervention. |
| 1.4 | Demographics are the statistics of human populations. |
| 1.5 | The micro-environment consists of the factors close to the firm that affect its ability to service its customers, such as suppliers, customer markets, competitors and publics. |
| 1.6 | Today's marketers must be good at building relationships in order to connect effectively with customers, others in the firm and external partners. |
| 1.7 | The societal marketing concept questions whether the pure marketing concept overlooks possible conflicts between consumer short-run and long-run welfare. |
| 1.8 | Target marketing refers to choosing which segments to go after. |
| 1.9 | Selling concept; holds that consumers if left alone, will not ordinarily buy enough of the organisation's products, unless persuaded to do so. |
| 1.10 | The marketing mix consists of product, price, place, positioning and promotion. |

SECTION B

(30 MARKS)

Question 1 (Multiple choice questions)

Please use the table provided on **page 7** to answer these questions, and then detach and insert it into your answer booklet. **2 marks** shall be awarded for each correct answer.

1. The _____ environment consists of factors that affect consumer purchasing power and spending patterns.
 - a. social-cultural
 - b. political-legal
 - c. technological
 - d. economic
 - e. natural

2. According to the studies of Ernst Engel, as incomes rise people spend a _____ percentage on food than before.
 - a. higher
 - b. much higher
 - c. lower
 - d. much lower
 - e. about the same

3. With regard to the natural environment, the major trend of interest to marketers is the _____.
 - a. number of protestors against misuse
 - b. shortages of raw materials
 - c. increases in recycling
 - d. all of the above
 - e. none of the above

4. The natural resources that are needed as inputs by marketers or that are affected by marketing activities are referred to as the _____.
 - a. raw material market
 - b. natural environment
 - c. endangered environment
 - d. green movement
 - e. factors of production

5. You manufacture and market pesticides and fertilisers. Which of the following natural environment trends mentioned in your text should you be concerned about?
 - a. shortages of raw materials
 - b. increased pollution
 - c. increased government intervention
 - d. increased acid rain
 - e. all of the above

6. Which of the following represents the most dramatic force shaping a marketer's destiny?
 - a. technological environment
 - b. natural environment
 - c. legal-political environment
 - d. deregulation
 - e. partnership marketing

7. Marketers are aware of laws and pressure groups that influence or limit various organisations and individuals in a given society. We call this the _____ environment.
 - a. socio-legal
 - b. legal-cultural
 - c. political
 - d. legal-technological
 - e. economic

8. Although a key element of a classically defined free market economy might indicate otherwise, the system works best with _____.
 - a. medium regulation
 - b. maximum regulation
 - c. occasional regulation
 - d. at least some regulation
 - e. no regulation

9. Business legislation has been created for three basic reasons: to protect firms from one another, to protect the interests of society, and to _____.
 - a. protect consumers
 - b. regulate prices
 - c. increase world trade
 - d. regulate monopolies
 - e. promote social responsibility

10. Marketers will encounter legislation to regulate business activity in South Africa at which of these levels?
 - a. local
 - b. national
 - c. international
 - d. none of the above
 - e. all of the above

11. A society's institutions and other forces that shape its basic values, perceptions, preferences and behaviours are its _____ environment.
 - a. social
 - b. cultural
 - c. socio-cultural
 - d. cultural-economic
 - e. natural

12. Marketers must understand that a society's core beliefs and values have a high degree of _____.
 - a. persistence
 - b. rigidity
 - c. similarity
 - d. ethnocentrism
 - e. conformity

13. The major cultural values of a society are expressed in people's views of _____.
 - a. organisations
 - b. society
 - c. everyday life
 - d. the universe
 - e. all of the above

14. People's orientation to their society influences their attitudes toward the marketplace and their consumption _____.
 - a. desires
 - b. needs
 - c. patterns
 - d. wants
 - e. habits

15. Marketers can take _____ by taking aggressive action to affect the publics and forces in their marketing environments.
 - a. an environmental perspective
 - b. a proactive stance
 - c. a natural perspective
 - d. a natural management perspective
 - e. a relationship-building perspective

SECTION C

(50 MARKS)

Question 1

- a) MIS often consists of three separate components. Describe each of these.

(6 Marks)

- b) Discuss the four basic steps in the marketing research process.

(8 Marks)

- c) Probability samples: members of the population have a known chance (probability) of being selected into the sample. Name and explain 3 probability sampling methods.

(6 Marks)

- d) The company may target any customer markets. Name and explain the 5 customer markets that companies can target.

(10 Marks)

- e) Name and explain any 3 research approaches.

(6 Marks)

- f) There are 5 alternative concepts under which organizations design and carry out their marketing strategies, name and explain all 5 of these concepts.

(10 Marks)

- g) A consumer's behaviour also is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Explain the differences among these social factors.

(4 Marks)

NB! DETACH AND INSERT IT INTO YOUR ANSWER BOOKLET

Student no.....

Mode of Study.....

Lecturer's Name.....

SECTION A

(20 Marks)

| | <u>True</u> | <u>False</u> |
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SECTION B

Question 1

(30 Marks)

| | A | B | C | D | E |
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| 2022 -05- 06 | | |
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