



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

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

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Mr. J Ndungaua

INSTRUCTIONS
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 marks** shall be awarded for each correct answer.

No.	Question
1.1	Marketing research firms, advertising agencies, media firms and marketing consulting firms are referred to as marketing intermediaries.
1.2	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.
1.3	Demographics are the statistics of human populations.
1.4	Today's marketers must be good at building relationships in order to connect effectively with customers, others in the firm and external partners.
1.5	An effective MIS assesses information needs, develops needed information and distributes the information to help managers use it in decision making.
1.6	Ethnographic research involves sending trained observers to watch and interact with consumers in their "natural habitat".
1.7	A sample need not be representative because the researcher can later make accurate estimates of the thoughts and behaviours of the larger population.
1.8	Selling concept; holds that consumers if left alone, will not ordinarily buy enough of the organisation's products, unless persuaded to do so.
1.9	A non-profit organisation is an organisation that is operating for profit or gain.
1.10	The value proposition is the set of benefits or values a company promises to customers to satisfy their needs.

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. A number of personal factors are important to marketers. Among these factors are all of the following EXCEPT the buyer's _____.
 - a. age and life cycle stage
 - b. occupation
 - c. social class
 - d. economic situation
 - e. lifestyle

2. Privet Nepal's employer, a major electronics manufacture, recently overhauled its marketing approach in order to target products and services to consumers based on their social class. Its new Consumer Segment Division targets four social class segments. Given the text discussion, which of the following would NOT be one of these segments?
 - a. upper class
 - b. middle class
 - c. working class
 - d. lower class
 - e. working poor

3. Many marketers use a concept related to personality – a person's self-concept. The basic self-concept premise is that people's possessions contribute to and reflect their identities; that is, "we are what we have." This leads consumers to _____.
 - a. buy books to support their self-images
 - b. use brand personalities
 - c. begin habitual buying behaviour
 - d. begin variety-seeking buying behaviour
 - e. conduct the information search

4. Veronica and Agas attended a sales seminar. Both left the seminar with differing opinions about what was important to implement in their jobs. Both used the information in different ways, according to what each already believed was important. They have engaged in _____.
 - a. selective distortion
 - b. selective attitude
 - c. selective retention
 - d. selective attention
 - e. perceptual defence

5. If the experience is rewarding, a consumer will probably use the product more and more. The consumer's response to the product will be _____.
- a learning experience
 - a belief
 - reinforced
 - a dissonance experience
 - a selective distortion
6. Natangwe is buying his first house. He has found two houses that he thinks he likes. He is highly involved in the purchase and perceives significant differences between these two houses. Natangwe will likely undertake _____.
- post-purchase behaviour
 - complex buying behaviour
 - opinion leadership
 - dissonance
 - marketing myopia
7. Marketing information from this type of database usually can be accessed more quickly and cheaply than other information sources. Which one is it?
- external
 - MDSS
 - EIS
 - internal
 - field representatives
8. 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
9. Secondary data is often where marketing research begins. Secondary data consists of information _____.
- that already exists somewhere
 - that does not currently exist in an organised form
 - that already exists somewhere, having been collected for another purpose
 - used by competition
 - that the researcher can obtain through surveys and observation

10. Which of the following best describes primary data?
- collected for the specific purpose at hand
 - original information
 - first-time information
 - fresh and perhaps more reliable than secondary data
 - all of the above
11. Which form of data can usually be obtained more quickly and at a lower cost?
- primary
 - census
 - secondary
 - syndicated
 - tertiary
12. Your assistant wants to use secondary data exclusively for the current research project. Which of the following is a reason why this may be a poor idea?
- It may not exist.
 - All of the needed data is rarely available.
 - It is generally more expensive when purchased from the government.
 - a and b
 - all of the above
13. Primary data must be relevant, current, accurate and _____.
- complete
 - unbiased
 - inexpensive
 - collected before secondary data
 - valid
14. When people are unwilling or unable to provide information, marketers turn to the use of this method of research.
- observation
 - focus groups
 - personal interviews
 - fax surveys
 - questionnaires
15. One of the following is NOT a current survey research method. It is contact by _____.
- online use
 - mail
 - telephone
 - fax
 - none of the above

SECTION C

(50 MARKS)

Question 1

- a) What is “inside” and “outside” partnership in customer relationship management. Your answers should be supported by relevant examples.

(4 Marks)

- b) Outline the steps in the Marketing process.

(10 Marks)

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

(6 Marks)

- d) With an example name and explain the Marketing intermediaries that are considered as part of the micro environment.

(8 Marks)

- e) There are 5 alternative concepts under which organizations design and carry out their marketing strategies, name and explain any 4 of these concepts.

(8 Marks)

- f) Discuss any 4 traditional buyers rights.

(8 Marks)

- g) Social Criticisms of Marketing claim that certain marketing practices hurt individual consumers, society as a whole and other business firms. Name any 6 ways how Marketing impact Individual Consumers’ welfare.

(6 Marks)

NB! DETACH AND INSERT IT INTO YOUR ANSWER BOOKLET

Student no.....
Mode of Study.....
Lecturer's Name.....

SECTION A

Question 1

(20 Marks)

	<u>True</u>	<u>False</u>
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		
1.7		
1.8		
1.9		
1.10		

SECTION B

Question 1

(30 Marks)

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
1					
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