



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES
CENTRE FOR ENTERPRISE DEVELOPMENT**

COURSE CODE: IME511C	COURSE NAME: INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
DATE: NOVEMBER 2019	MODE: PT
DURATION: 2 Hours	MARKS: 100
FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINERS:	Dr. S.P Kaupa
MODERATOR:	Mr. S. Tjitamunisa
INSTRUCTIONS	
1. Answer ALL questions 2. Write clearly and neatly. 3. Number the answers clearly.	

THIS QUESTION PAPER CONSISTS OF 8 PAGES (INCLUDING THIS FRONT PAGE)

SECTION A MULTIPLE CHOICE.

(25 X 2marks)

50 MARKS

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. The twofold goal of marketing is to keep and grow current customers and_____.
 - 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

3. Four common sources of internal data include the accounting department, the sales force, the marketing department and_____.
 - a. owners
 - b. stockholders
 - c. operations
 - d. custodians
 - e. the quality control department

4. Your competitor may reveal intelligence information through which of these sources of information?
 - a. annual reports
 - b. trade show exhibits
 - c. web pages
 - d. press releases
 - e. all of the above

5. To combat their competitor's marketing intelligence, firms are now providing _____ to employees.
 - a. intelligence training
 - b. privacy blocks
 - c. protection
 - d. less information
 - e. none of the above

6. Even though several options are available at any one time, there is _____ to segment a market.
- one single best way
 - no single way
 - the most effective way
 - the least-cost way
 - a most popular way
7. Through talking to numerous competitors at a regional trade show, you learn that most of them use the most popular base for segmenting markets. What is it?
- demographic
 - gender
 - psychographic
 - behavioural
 - geographic
8. _____ is never simple, yet understanding it is the essential task of marketing management.
- Brand personality
 - Consumption pioneering
 - Early adoption
 - Consumer buying behavior
 - Understanding the difference between primary and secondary data
9. When Steers targets different groups—from children and teens to adults and pensioners with different ads and media, it is practicing _____ segmentation.
- demographic
 - age and life cycle
 - psychographic
 - behavioural
 - end-use
10. Marketers must be careful to guard against _____ when using age and life cycle segmentation.
- underestimating
 - stereotyping
 - traditional marketing
 - cultural bias
 - Discrimination

11. Today, marketing must be understood in terms of not just making a sale but also _____.
- satisfying customers' needs
 - understanding customers' value
 - understanding customers' self-images
 - advertising brilliantly
 - successfully remaining in the market
12. What do firms call a set of benefits that they promise to consumers to satisfy their needs?
- market offering
 - value proposition
 - demand satisfaction
 - need proposition
 - evoked set
13. You are preparing a combination of products, services, information and experiences to a market to satisfy needs and wants. What are you preparing?
- value proposition
 - demand satisfaction
 - tactical plan
 - marketing offer
 - strategy
14. Which of the following is often the hardest step in the marketing research process to take?
- defining the problem
 - defining the research objectives
 - defining the problem and research objectives
 - researching a research agency to help
 - c and d
15. 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
 - used by competition
 - that the researcher can obtain through surveys and observation

16. Which form of data can usually be obtained more quickly and at a lower cost?
- primary
 - census
 - secondary
 - syndicated
 - tertiary
17. This common and popular form of segmentation has long been used in clothing, cosmetics, toiletries and magazines.
- age and life cycle
 - gender
 - behaviour
 - psychographic
 - geographic
18. Which of the following is NOT a marketing stimulus considered one of the four Ps?
- product
 - packaging
 - price
 - promotion
 - place
19. For conservative small businesses and not-for-profit organisations, good marketing information may be collected by simple_____.
- purchase
 - observation
 - questioning
 - surveying
 - focus groups
20. The marketer wants to understand how the stimuli are changed into responses inside the consumer's_____, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behaviour.
- culture
 - black box
 - belief
 - lifestyle
 - social class

21. By orchestrating several services and products, firms can create, stage and market brand_____.
- meaning
 - experiences
 - awareness
 - preferences
 - recognition
22. Primary data must be relevant, current, accurate and_____.
- complete
 - unbiased
 - inexpensive
 - collected before secondary data
 - valid
23. Income segmentation is used to target the _____.
- affluent
 - middle class
 - lower income class
 - all of the above
 - none of the above
24. Markets can be segmented into groups of nonusers, ex-users, potential users, first time users and regular users of a product. This method of segmentation is called _____.
- user status
 - usage rate
 - benefit
 - behaviour
 - product frequency
25. It is very important to marketers to discover new products that might be wanted as a result of_____.
- lifestyles
 - cultural shifts
 - groups
 - dissonance
 - attitudes

SECTION B: TRUE OR FALSE: (10 X 2 marks) 20 MARKS
For each of the sentences given below indicate as to whether the statement is **TRUE** or **FALSE**

1. It is safe to say that today's most important marketing concept is customer relationship management.
2. The difference between human needs and wants is that needs are states of felt deprivation, while wants are needs as shaped by culture and individual personality.
3. Most marketers today believe they still lack a sufficient quantity of research data to make high-quality decisions.
4. Too little information is a problem, but too much information can be as harmful as too little.
5. Developing an internal database often requires that you glean information from your firm's accounting and sales records stored in the computer.
6. For market segments to be useful they must be measurable, accessible, substantial, differentiable and attainable.
7. Undifferentiated marketing across all segments creates more total sales than developing a stronger position within several differentiated segments.
8. Consumer buying behaviour not only is applicable to consumers, but also often refers to the buying behaviour of businesses.
9. The central question for marketers is, how do consumers respond to various marketing efforts the firm might use? The starting point is called the stimulus-response of buyer behaviour.
10. Each culture contains groups of people with very different value systems based on dissimilar life experiences and situations.

SECTION C:

30 MARKS

QUESTION 3

10 MARKS

Briefly explain **FIVE (5)** factors that influence an organisation's choice of a target marketing strategy to adopt.

QUESTION 4

10 MARKS

Before a consumer spends his/her hard-earned money, a good thought has to be given on what the money will be spent on, as such a consumer goes through a series of steps before buying an item on which a substantial amount of money will be spent on. This is referred to as the buyer decision process.

With this background briefly explain the steps that a consumer goes through (consumer buying process) before buying an item. Give practical examples to support your answers.

QUESTION 5

10 MARKS

Briefly explain any **FIVE (5)** skills that a market researcher must possess

END OF PAPER