



**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: JANUARY 2020	MODE: PT
DURATION: 2 Hours	MARKS: 100
SECOND 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

1. Beyond simply retaining good customers, marketers want to constantly increase their "share of customer". Describe what this means in marketing terms.
 - a. Marketers want to increase their market share.
 - b. Marketers want to increase the share they get of the customer's purchasing in their product categories.
 - c. Marketers want to increase the profit margin with this target market.
 - d. Marketers want to continuously increase their customers' levels of satisfaction. e.none of the above

2. _____ is one of the best ways to increase share of customer.
 - a. Targeting new customers
 - b. Using bait and switch
 - c. Cross-selling
 - d. Relationship selling
 - e. Partnership marketing

3. Surveys show that in markets with few customers and high margins, sellers want to create_____with key customers.
 - a. basic relationships
 - b. relationship marketing
 - c. extreme partnerships
 - d. full partnerships
 - e. marketing myopia

4. Marketing information has no value until it is used to_____.
 - a. satisfy the firm's objectives
 - b. make better marketing decisions
 - c. make management's job easier
 - d. please stockholders e.please customers

5. For conservative small businesses and not-for-profit organisations, good marketing information may be collected by simple_____.
 - a. purchase
 - b. observation
 - c. questioning
 - d. surveying
 - e. focus groups

6. What best describes the type of data readily available to both small organisations and large businesses with minimal effort?
- census
 - the Internet
 - secondary
 - primary e.business
7. A common problem in international marketing research is the availability of_____.
- primary data
 - research specialists
 - secondary data
 - intelligence limitations
 - consumers across cultures to answer surveys
8. International researchers are often forced to collect their own primary data. An initial problem with this collection is finding and developing good_____.
- representative samples
 - research firms
 - rapport with nationals
 - relations with channel members
 - communication methods
9. What do many researchers encounter when conducting market research in foreign countries?
- Some countries have few telephones that limit access to respondents.
 - Some countries have poor mail services.
 - Some countries have poor roads that limit personal contacts.
 - Some foreign cultures may not understand the value of marketing data. e.all of the above
10. Most marketing research benefits both the sponsoring firm and _____.
- advertisers
 - manufacturers
 - delivery firms
 - consumers
 - competitors

11. On the Internet it is possible to purchase denim jeans manufactured to perfectly fit you. This practice is known as_____.
 - a. niche marketing
 - b. micro-marketing
 - c. differentiated marketing
 - d. mass marketing
 - e. none of the above

12. A segmenting approach that has been around for a long time that can be very effective — _____— tailors brands and promotions to the needs and wants of specific cities, neighbourhoods and even specific stores.
 - a. Micro-marketing
 - b. differentiated marketing
 - c. niche marketing
 - d. local marketing
 - e. a or d

13. All of the following are drawbacks of local marketing EXCEPT _____.
 - a.it can drive up manufacturing costs
 - b. it can drive up marketing costs by reducing economies of scale
 - c. it can create logistics problems
 - d. that a brand's overall image might be diluted with too frequent use
 - e. c and d

14. Under what circumstances can marketing in South Africa be quite effective?
 - a. when pronounced regional differences in demographics and lifestyles are present
 - b. when pronounced local differences in demographics and lifestyles are present
 - c. when pronounced regional and local differences in demographics and lifestyles are present
 - d. when regional and local differences in demographics and lifestyles are similar
 - e. any of the above

15. Other names for individual marketing include all of the following EXCEPT_____.
 - a. one-to-one marketing
 - b. self-marketing
 - c. mass customisation
 - d. markets-of-one marketing
 - e. none of the above, they are all interchangeable

16. All of the following are factors that should be considered when choosing a target marketing strategy EXCEPT_____.
- firm resources
 - degree of product variability
 - product life cycle
 - market stability
 - market variability
17. When competitor's use differentiated or concentrated marketing, _____ marketing can be suicidal.
- differentiated
 - undifferentiated
 - concentrated
 - customized
 - localized
18. People can form different perceptions of the same stimulus because of three perceptual processes. All of the following name these processes EXCEPT_____.
- selective attention
 - selective distortion
 - selective attitude
 - selective retention
 - none of the above
19. People often forget much that they learn. Through _____ the information they tend to retain is that which supports their pre-existing attitudes and beliefs.
- selective attention
 - selective distortion
 - selective attitude
 - selective retention
 - perceptual vigilance
20. _____ describes changes in an individual's behaviour arising from experience.
- Lifestyle
 - Learning
 - Perception
 - Cognitive dissonance
 - Aggressiveness

21. Cues are subtle stimuli that determine where, when and how a person responds to _____ an item.
- purchasing
 - disposing of
 - rejecting
 - recommending
 - a and d
22. The practical significance of _____ for marketers is that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.
- alternative evaluations
 - social classes
 - learning theory
 - subcultures
 - family and tradition
23. When competitors use undifferentiated marketing, a firm can gain an advantage by using differentiated or _____ marketing.
- undifferentiated
 - customised
 - concentrated
 - individual
 - mass
24. Researchers can guard consumer privacy by all of the following EXCEPT which statement?
- Ask only for the information needed.
 - Use information responsibly to provide value.
 - Avoid sharing information without the customer's permission.
 - Sell the information only when it is worth it.
 - Fully explain to the respondents how the information will be used.
25. _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.
- Lifestyle
 - Motive
 - Habitual behaviour
 - Attitude
 - Perception

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. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.
2. Marketing management is not always interested in serving every customer in every way to remain competitive in today's markets.
3. The selling concept holds that it is important to have a likable sales staff in order to insure that customers will buy your product.
4. The major difference between customer-driving marketing and customer-driven marketing is that the former considers only existing needs.
5. Because they are usually dated, your competitors' annual reports, press releases, business publications, trade show exhibits and print advertisements are not very good sources of marketing intelligence information.
6. Marketing research systematically designs, collects and reports data directly relevant to a specific marketing situation facing the organisation.
7. A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.
8. A motive exists when consumers are highly involved with an expensive, infrequent or risky purchase but see little difference among brands.
9. Perception is the process by which people select, organise and interpret information to form a meaningful picture of the world.
10. It is probably best for those firms with limited financial and personnel resources to avoid concentrated or niche marketing until resources can be built up.

SECTION C

30 MARKS

QUESTION 3

20 MARKS

One of the tasks of a Marketing Manager is to analyse the business portfolios of his/her company. Using the Boston Consulting Group Matrix (BCG) approach, explain to the management of a company of your choice how the BCG analyses business portfolios as well as the problems of using this approach. Provide examples to support your answer.

QUESTION 4

10 MARKS

Discuss any **FIVE (5)** personal factors or characteristics that affect or influence the buying behaviour of a consumer. Give practical examples to support your answer.

End of Paper