



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS & SPORT MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF MARKETING HONOURS</b>	
<b>QUALIFICATION CODE: 08HMAR</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: SCM812S</b>	<b>COURSE NAME: SPECIALISED AND CAUSE-RELATED MARKETING</b>
<b>SESSION: NOVEMBER 2022</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER (S)</b>	MS CHERLEY DU PLESSIS DR MAXWELL CHUFAMA
<b>MODERATOR:</b>	DR EVANS SIMATAA

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. This question paper has FIVE (5) questions.</li><li>2. Answer ANY <b>FOUR (4)</b> questions.</li><li>3. Each question carries TWENTY-FIVE (25) marks.</li><li>4. Always start a question on a new page.</li><li>5. Read the questions carefully before answering.</li><li>6. Write precisely, clearly and neatly.</li></ol>	

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES** (Including this front page)

**QUESTION ONE****25 MARKS**

With the aid of Namibian examples, describe the following marketing variants;

- a) Industrial marketing (5 marks)
- b) Societal marketing (5 marks)
- c) Sports marketing (5 marks)
- d) Green marketing (5 marks)
- e) Customised/Personal/Individual marketing (5 marks)

**QUESTION TWO****25 MARKS**

Many of social marketing's key characteristics have been widely adopted by other fields, and in turn social marketing has integrated practices developed elsewhere. Explain any **FIVE (5)** characteristics that social marketing shares with other disciplines and provide practical examples to support your answers.

**QUESTION THREE****25 MARKS**

Sport plays an important social and economic role in virtually every country of the world. Sport marketing is a subdivision of marketing that focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. Critically discuss any **FIVE (5)** role players in sport marketing and their importance. Provide practical examples to support your answers.

**QUESTION FOUR****25 MARKS**

The tourism product is the sum of all the factors in an area that can result in customer satisfaction. Critically discuss **FIVE (5)** tourism products in Namibia. Provide practical examples to support your answers.

**QUESTION FIVE****25 MARKS**

As a Green Marketing Consultant, you are concerned that your efforts in supporting green marketing practices are not well understood by some of your potential customers. Identify and explain **FIVE (5)** misconceptions about Green Marketing. Provide practical examples to support your answers.

**END OF EXAMINATION PAPER**