



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING & LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING	
<b>QUALIFICATION CODE:</b> 05BMAR	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> MPS512S	<b>COURSE NAME:</b> MARKETING PRINCIPLES
<b>SESSION:</b> JANUARY 2019	<b>PAPER:</b> THEORY
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
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<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>SEVEN (7)</b> questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Use the table provided on <b>page [7]</b> to answer <b>Question 1</b>: Detach and insert into your answer booklet</li><li>4. Write as legible as possible, and as precise as possible</li><li>5. Indicate your class lecturer's name on your answer sheet</li><li>6. Read each question carefully</li><li>7. Allocate your time appropriately</li></ol>

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

**SECTION A: Multiple choice questions**

**[40]**

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Detach and insert it into your answer booklet. Each question only has ONE correct answer. 1 mark shall be awarded for each correct answer. **[2 x 20 = 40 marks]**

**QUESTION 1**

1.1 Marketing logistics involves:

- a. Competitive advantage by giving customers better service at lower prices.
- b. Information technology has created opportunities for distribution efficiency.
- c. Managing upstream and downstream value-added flows of materials, final products and related information among suppliers, the firm, resellers and final consumers.
- d. Moving products from the factory to resellers and consumers, from suppliers to the factory and moving broken, unwanted, or excess products returned by consumers or resellers.
- e. To provide a targeted level of customer service at the least cost with the objective to maximise profit, not sales.

1.2 A person's age, gender and family size refer to which market segmentation variable?

- a. Behavioural
- b. Geographic
- c. Psychographic
- d. Demographic
- e. Personality

1.3 Which of the following include the classification terms of retailers:

- I. Relative prices
  - II. Corporate chain stores
  - III. Employees
  - IV. Amount of services
  - V. Product lines
- 
- a. II, III, IV
  - b. I, III, V
  - c. I, IV, V
  - d. III, IV, V
  - e. Only III

1.4 The \_\_\_\_\_ refers to a collection of communication elements that are blended together in their right proportions by marketers to communicate with their target audience.

- a. integrated marketing communication
- b. communication mix
- c. direct marketing
- d. Marketing communication
- e. Public relations

1.5 The amount of money charged for a product or service refers to \_\_\_\_\_.

- a. interest
- b. price
- c. perceived value
- d. profit
- e. revenue

1.6 This phase of the product life cycle is characterised by changes in the marketing strategy; intensifying distribution and shifting the purpose of advertising from informing to reminding.

- a. Introduction.
- b. Growth.
- c. New product development phase.
- d. Decline.
- e. Maturity.

1.7 This phase of the product life cycle is characterised by a decrease in sales and profits.

- a. Introduction.
- b. Growth.
- c. Maturity.
- d. Decline.
- e. New product development phase.

1.8 Kellogg's uses this market segmentation approach with the Kellogg's Special K or Kellogg's Rice Krispies products:

- a. Differentiated marketing.
- b. Mass marketing.
- c. Niche marketing.
- d. One-to-one marketing.
- e. Segmentation.

1.9 Which of the following can be classified as a discount retailer?

- a. 7-Eleven.
- b. Jet.
- c. Checkers.
- d. Edgars.
- e. Foschini.

1.10 Which of the following is NOT an element of the acronym AIDA?

- a. Attention.
- b. Involvement.
- c. Desire.
- d. Interest.
- e. Action.

1.11 The different types of flows, which connect all the institutions in the distribution channel are physical flow, flow of ownership, payment flow, information flow, and \_\_\_\_\_.

- a. work flow
- b. marketing flow
- c. employee flow
- d. promotion flow
- e. financial flow

1.12 Tiger Brands that offer customers many different products in various markets refers to which target market selection strategy?

- a. Concentrated marketing.
- b. Differentiated marketing.
- c. Market specialisation.
- d. Product specialisation.
- e. Undifferentiated marketing.

1.13 An individual's class, lifestyle and personality traits refer to which market segmentation variable?

- a. Behavioural
- b. Geographic
- c. Psychographic
- d. Demographic
- e. Personality

1.14 Which one of the following is NOT a pricing objective?

- a. Profit maximisation.
- b. Market-share leadership.
- c. Survival.
- d. Break-even.
- e. Attracting new customers.

1.15 The purchasing of a product from this type of retailer requires more effort from a consumer and is usually associated by a higher price.

- a. Convenience stores
- b. Consumer stores
- c. Shopping stores
- d. Speciality stores
- e. Unsought stores

1.16 A brand such as Pepsi's variable cost in the form of \_\_\_\_\_ vary with the level of product production.

- a. interest
- b. rent
- c. packaging
- d. total costs
- e. executive salaries

1.17 XYZ Super Maize Meal is available in 1kg, 2.5kg, 5kg and 10kg. This refers to the \_\_\_\_\_.

- a. product line
- b. product mix length
- c. product mix depth
- d. product mix width
- e. product range

1.18 Which of the following include the major logistics functions of marketing logistics and supply chain management?

- I. Warehousing
- II. Inventory management
- III. Distribution centers
- IV. Transportation
- V. Logistics information management

- a. I and III.
- b. I, III, IV, V.
- c. II, III and IV.
- d. II, IV and V.
- e. All of the above.

1.19 Knorr's marketing of its soup as "goodness on the go" refers to which marketing segmentation base or strategy?

- a. Attribute.
- b. Occasion.
- c. Product class.
- d. Benefit.
- e. Use or application.

1.20 What occurs when radically new types of channel intermediaries displace traditional ones?

- a. Indirect marketing
- b. Crowdsourcing
- c. Disintermediation
- d. Multichannel marketing
- e. Hybrid marketing channels

**SECTION B: Descriptive Questions****[60 marks]**

Answer all the questions of Section B in the answer book(s) provided.

**QUESTION 2****(5x2 = 10 marks)**

Define the following constructs:

- 2.1 Retailing (2)
- 2.2 Market segmentation (2)
- 2.3 Personal selling (2)
- 2.4 Competitive advantage (2)
- 2.5 Business analysis (2)

**QUESTION 3****(5x1 = 5 marks)**

Differentiate between the following products by matching column A to column B.

	Column A		Column B
3.1	Incredible Connections	A	Non store retailing
3.2	Boutique	B	Category killer
3.3	Toys R Us	C	Superstore
3.4	Game	D	Limited service retailer
3.5	Internet	E	Specialty stores

**QUESTION 4****(12 marks)**

The all new Jaguar F-Pace and SUVs has been released in the Namibian market. Every product can be divided into different product levels.

- 4.1 Identify the core product level of a Jaquar E-Pace SUV vehicle. (2)
- 4.2 Identify the actual product level of the Jaquar E-Pace SUV vehicle. (2)
- 4.3 Identify the augmented product level of the Jaquar E-Pace SUV vehicle. (2)
- 4.4 Identify the intensity of distribution that is used to distribute the Jaquar E-Pace SUV vehicle in the market. Motivate your answer. (3)
- 4.5 In which phase of the product life cycle is the Jaquar E-Pace currently? Motivate your answer. (3)

**QUESTION 5****(9****marks)**

Name the nine (9) steps involved in the communication process.

**QUESTION 6****(16 marks)**

Name and discuss the four (4) categories according to which consumer products can be classified. Also give a relevant example for each classification.

**QUESTION 7**

**(4x2 = 8 marks)**

Before a marketer sets prices, the marketer must understand the different types of markets that demand its products. Name and briefly explain by means of an example the four (4) types of markets that effect pricing decisions when setting prices.

**QUESTION 1: ANSWER SHEET**

Detach and insert it into your answer booklet

	A	B	C	D	E
1.1					
1.2					
1.3					
1.4					
1.5					
1.6					
1.7					
1.8					
1.9					
1.10					
1.11					
1.12					
1.13					
1.14					
1.15					
1.16					
1.17					
1.18					
1.19					
1.20					

Student number: \_\_\_\_\_

Study mode: \_\_\_\_\_

Lecturer name: \_\_\_\_\_

END OF MPS512S, 1<sup>ST</sup> OPPORTUNITY QUESTION PAPER