



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING AND OTHERS	
QUALIFICATION CODE: 07MARB	LEVEL: NQF LEVEL 5 (10 NQF CREDITS)
COURSE CODE: MPM512S	COURSE NAME: MARKETING PRINCIPLES
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER		
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INSTRUCTIONS	
	<ol style="list-style-type: none">1. Answer ALL the questions2. Write clearly and neatly3. Number the answers clearly4. This paper consists of three (3) sections (A, B and C)5. Use the table provided on [page 7] to answer the questions for Section A and Section B, detach and insert it into your answer booklet6. Read each question carefully7. Allocate your time appropriately

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

SECTION A

(TOTAL 30 MARKS)

MULTIPLE CHOICE QUESTIONS

(15 X 2 = 30 MARKS)

Please use the table provided on **page 7** to answer these question, and then detach and insert it into your answer booklet. **2 marks** shall be awarded for each correct answer.

Question 1

1. A _____ consists of a set of buyers who share common needs or characteristics that the firm decides to serve.
 - a. market segment
 - b. target market
 - c. well-defined market
 - d. lucrative market
 - e. ultimatum

2. A mass marketing firm ignores market segment differences and targets the whole market with one offer. What is the approach to segmenting of such a firm?
 - a. undifferentiated marketing
 - b. differentiated marketing
 - c. target marketing
 - d. blanket marketing
 - e. intelligent marketing

3. Mary Anne's Chocolates targets several different market segments while designing separate offers for each one. This approach is called _____ marketing.
 - a. undifferentiated
 - b. differentiated
 - c. multi-segmented
 - d. mass
 - e. multiple-attractions

4. A firm difference is worth establishing to the extent that it satisfies all of the following criteria EXCEPT _____.
 - a. importance
 - b. communicability
 - c. affordability
 - d. compatibility
 - e. profitability

5. _____ is the advantage gained through the way a firm designs their distribution coverage, expertise and delivery performance.
- Services differentiation
 - Channel differentiation
 - People differentiation
 - Product differentiation
 - Price differentiation
6. When firms use symbols, colours or characters to convey their personalities, they are using this type of differentiation.
- image
 - people
 - firm
 - reputation
 - subliminal
7. The idea that firms should aggressively promote only one benefit to the target market is referred to as a _____.
- unique selling product
 - unique services practice
 - unique sales pitch
 - unique selling proposition
 - universally strategic practice
8. Regarding promoting, a difference is worth establishing to the extent that it satisfies all of the criteria EXCEPT which one?
- important
 - distinctive
 - divisible
 - affordable
 - profitable
9. Occasionally a firm will possess a market advantage because their competitors cannot easily copy a particular product attribute. They then have a _____ difference.
- distinctive
 - profitable
 - pre-emptive
 - superior
 - irreconcilable

10. Baia Boats wants to introduce a new model of boat into mature markets in highly developed countries, with the goal of quickly gaining mass-market share. As a consultant, you would recommend a _____ pricing strategy.
- skimming
 - penetration
 - zone
 - loss-leader
 - captive-product
11. _____ require a lot of advertising, personal selling and other marketing efforts because consumers do not usually know or care about them.
- Speciality products
 - Line extensions
 - Unsought products
 - Shopping products
 - Staples
12. _____ are those products purchased for further processing or for use in conducting a business.
- Unsought products
 - Speciality products
 - Shopping products
 - Industrial products
 - Accessories
13. A firm must consider four special service characteristics when designing marketing programmes. Which is NOT one of these characteristics?
- intangibility
 - inseparability
 - perishability
 - interactive marketing
 - c and d
14. _____ means that services cannot be seen, tasted, felt, heard or smelled before they are bought.
- Service inseparability
 - Service variability
 - Service intangibility
 - Service perishability
 - Service heterogeneity

15. _____ means that services cannot be separated from their providers, whether the providers are people or machines.
- Service intangibility
 - Service inseparability
 - Service variability
 - Service perishability
 - Service heterogeneity

SECTION B

(TOTAL 5 MARKS)

TRUE OR FALSE

Question 1

Please use the table provided on **page 7** to answer these question, and then detach and insert it into your answer booklet. **1 mark** shall be awarded for each correct answer.

No.	Questions
1	Chain stores are two or more outlets that are commonly owned and controlled.
2	In evaluating different market segments, a firm must look at three factors: segment size and growth, segment structural attractiveness and firm objectives and resources.
3	A discount is a straight reduction in price on purchases during a stated period of time.
4	The FOB-origin pricing strategy means that the products sold are placed free on board a carrier. At that point the title and responsibility pass to the customer, who pays the freight from the factory to the destination.
5	A message is the set of symbols that the sender transmits.

SECTION C

(TOTAL: 65 MARKS)

STRUCTURED QUESTIONS: ANSWER ALL QUESTIONS

Question 1

Buyers in any market differ in their wants, resources, locations, buying attitudes and buying practices. Name and explain with an example the four (4) major segmenting variables for consumer markets.

(12 Marks)

Question 2

You are doing a class presentation on the Requirements for Effective Segmentation. Briefly describe the five (5) items that will help your classmates understand your topic.

(10 Marks)

Question 3

Explain what is meant by the following terms:

- a) Inelastic demand (2)
- b) Elastic demand (2)
- c) Upstream supply chain partners (1)
- d) Downstream supply partners (1)
- e) Fixed cost (1)

(7 Marks)

Question 4

When a firm sells a product at two or more prices even though the difference is not based on cost. Identify and briefly describe with an example any two (2) segmented pricing strategies.

(6 Marks)

Question 5

The firm looks for a set of prices that maximizes its profits on the total product mix. Name and explain with an example any four (4) Product Mix Pricing Strategies.

(12 Marks)

Question 6

Retailers play a vital role in connecting brands to consumers in the final phases of the buying process. Name and explain any four (4) major Store Retailer types?

(8 Marks)

Question 7

A firm's total marketing communications mix – also called its promotion mix – consists of the specific blend of five different parts. Name and define these parts.

(10 Marks)

ANSWER SHEET FOR SECTION A AND SECTION B

Please detach and hand in with answer booklet.

SECTION A

(15 X 2 = 30 Marks)

STUDENT NUMBER: _____

Question 1

	A	B	C	D	E
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

SECTION B

(5 X 1 = 5 MARKS)

Question 1

	TRUE	FALSE
1		
2		
3		
4		
5		

TOTAL MARKS 100