



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07BOSM	LEVEL: 7
COURSE CODE: SCM812S	COURSE NAME: SPECIALISED AND CAUSE RELATED MARKETING
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. This question paper has FIVE (5) questions.2. Answer ANY FOUR (4) questions.3. Always start a question on a new page.4. Each question carries TWENTY-FIVE (25) marks.5. Marks for each question are indicated at the end of each question.6. Read all the questions carefully before answering.7. Write precisely, clearly and neatly.

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

Question 1

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

- a) Niche marketing (5 marks)
- b) Mass marketing (5 marks)
- c) Societal marketing (5 marks)
- d) Green marketing (5 marks)
- e) Personalised marketing (5 marks)

Question 2

Many of social marketing's key characteristics have been widely adopted by other fields, and in turn social marketing has integrated practices developed elsewhere. With this background;

- a) Using Namibian example(s), define social marketing. (5 marks)
- b) Describe **FOUR (4)** core principles that remain truly unique to social marketing. (20 marks)

Question 3

You have been recently appointed Brand Development Manager at a company that is facing challenges in developing a strong brand. The Chief Executive Office is of the opinion that event marketing achieves a strong brand. You share the same thoughts with the CEO, provide a report, showing **ANY FIVE (5)** reasons and/ or benefits of using event marketing in building a strong brand. (25 marks)

Question 4

Tourism is the third biggest economic sector in Namibia and as such, is a key driver in achieving the country's growth objectives set out in the Namibia Development Plan. Identify **ANY FIVE (5)** Namibian tourism players in the private sector or public sector, or both, and explain their role and importance in the Namibian tourism industry. (25 marks)

Question 5

'Green methods are here to stay, whichever firm is not going green with time will die a natural death due to the new sophisticated and environmentally conscious customer. Many have assumed green marketing is not necessary, while some assumed it can be practiced in one critical industry not the other'. With this background, discuss **ANY FIVE (5)** misconceptions societies and firms hold on the practice of green marketing. (25 marks)

END OF FIRST OPPORTUNITY EXAMINATION