



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<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: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>2<sup>ND</sup> OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER</b>	Dr S.P Kaupa
<b>MODERATOR:</b>	Mr. E. Simataa

<b>INSTRUCTIONS</b>
1. closed book examination! 3. Answer all questions 4. Start each question on a new page 5. Please ensure that you write your student number on the booklet and you sign the attendance examination register. NB: Students are advised that it is in their own interest to write legibly and in ink

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

**QUESTION ONE****25 Marks**

Like other forms of marketing, social marketing also uses and follows the traditional four “P”s of general marketing. Explain in detail how the marketing mix is applied to social marketing.

**QUESTION TWO****25 Marks**

Kotler and Lee (2005) state that a model, green marketing like conventional marketing contains four “Ps” being product, price, promotion and place. However, there are also additional social marketing “Ps” that are used in this model. Discuss any other **FOUR (4)** “Ps” that are used in green marketing apart from the 4Ps outlined above.

**QUESTION THREE****25 Marks**

Peattie, K (1992) argues that like most new concepts, green marketing has been the subject of a number of doubts and misconceptions which have helped to confuse both marketers and consumers.

As a newly appointed marketer who has been charged with the responsibility of advancing the green marketing, present the misconceptions that are associated with green marketing.

**QUESTION FOUR****25 Marks**

Critically discuss the following marketing concepts, give a practical example of each case:

- (a) Mass Marketing **(5 Marks)**
- (b) Niche Marketing **(5 Marks)**
- (c) Societal Marketing **(5 Marks)**
- (d) Cause Related Marketing **(5 Marks)**
- (e) Tourism Marketing **(5 Marks)**

**END OF PAPER**