



**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: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. MAXWELL CHUFAMA (FT, PT, DI)
MODERATOR:	DR. EVANS SIMATAA

INSTRUCTIONS
<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) Industrial marketing (5 marks)
- b) Not-for-profit marketing (5 marks)
- c) Service marketing (5 marks)
- d) Sports marketing (5 marks)
- e) Event 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. Explain **ANY FIVE (5)** characteristics that social marketing shares with other disciplines. (25 marks)

Question 3

- a) Provide reasons why firms engage into event marketing. (10 marks)
- b) Describe **ANY FIVE (5)** role players in the sport marketing. (15 marks)

Question 4

With the support of Namibian examples, outline **ANY FIVE (5)** tourism products. (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 aware customer'.

- a) Suggest reasons why firms are using green marketing. (10 marks)
- b) Describe **ANY FIVE (5)** green marketing practices being done by Namibian firms? (15 marks)

END OF SECOND OPPORTUNITY EXAMINATION