



**PAMIBIA UNIVERSITY**  
**OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF MARKETING AND OTHERS</b>	
<b>QUALIFICATION CODE: 07BMAK</b>	<b>LEVEL: 5</b>
<b>COURSE CODE: IME511S</b>	<b>COURSE NAME:</b> Introduction to Marketing and its Environment
<b>SESSION: JUNE 2024</b>	<b>PAPER: 1<sup>st</sup> Opportunity</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
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<b>INSTRUCTIONS</b>	
1.	Answer <b>all questions</b> .
2.	Read all the questions carefully before answering.
3.	This paper comprises of three sections, namely; sections A, B and C
4.	Marks for each question are indicated at the end of the question.
5.	Please ensure that your writing is legible, neat and presentable.
6.	For Section A and B, use the provided tables on pages 9 & 10 to indicate the correct answers, detach the answer sheets and insert it in the exam book.

**THIS QUESTION PAPER CONSISTS OF 10 PAGES (Including this front page)**

**QUESTION 1**

Answer the following **Multiple Choice Questions** on the answer sheet provided on page 9, detach and insert it in your exam book with your name and student number written on it.

1. By creating \_\_\_\_\_, the firm creates highly satisfied customers who stay loyal and buy more.
  - a) Customer retention
  - b) Superior customer value
  - c) Partner relationship management
  - d) Long-term plans
  - e) Value marketing
  
2. Marketing information has no value until it is used to gain \_\_\_\_\_ and make better marketing decisions.
  - a) Customer insights
  - b) Customer benefits
  - c) Consumer loyalty
  - d) Social value
  - e) Social relationships
  
3. As consumers spend more time online, companies are shifting more of their marketing dollars to \_\_\_\_\_ to build brand sales or attract visitors.
  - a) Online privacy and security
  - b) The black market
  - c) Online policies and regulations
  - d) Online spam
  - e) Online advertising
  
4. Two major ethical issues in marketing research are intrusions on consumer privacy and \_\_\_\_\_.
  - a) Their attitudes towards research
  - b) Declining customer satisfaction rates
  - c) The misuse of research findings
  - d) Their reluctance to participate in research activities
  - e) Missed opportunities
  
5. Which of the following below is NOT a characteristic of a research questionnaire?
  - a) Most commonly used
  - b) Used to replace strategy
  - c) Can be administered online
  - d) Can be administered in person
  - e) Can be administered by phone

6. Which of the following is a touchpoint of a data warehouse?
- Satisfaction surveys
  - Extranet
  - Intranet
  - Information distribution
  - Psychographic intelligence
7. There are several types of marketing intermediaries, identify which one is NOT one.
- Financial institutions
  - Resellers
  - Marketing agencies
  - Lobby groups
  - Distributors
8. \_\_\_\_\_ limits the amount of foreign imports a country will accept in certain product categories to protect the domestic market.
- Penalties
  - Tariffs
  - Quotas
  - Taxes
  - Foreign revenue
9. Firms use deceptive practices that lead customers to believe they will get more value than they actually do. Deceptive \_\_\_\_\_ misrepresents the product's features or performance.
- Pricing
  - Packaging
  - Perceptions
  - Production
  - Promotion
10. Governments purchasing private sector goods and services is an example of which type of consumer market?
- International markets
  - Government markets
  - Reseller markets
  - National markets
  - Target markets
11. Top management has full control over \_\_\_\_\_?
- Micro-environment
  - Local environment
  - Macro-environment
  - Economic environment
  - Cultural environment



12. In markets with few customers and high margins, sellers want to create \_\_\_\_\_ with key customers.
- a) Basic relationships
  - b) Extreme partnerships
  - c) Marketing myopia
  - d) Full partnerships
  - e) Regular partnerships
13. People can form different perceptions of the same stimulus because of three perceptual processes. Which one is NOT part of the three perceptions.
- a) Selective distortion
  - b) Selective attention
  - c) Selective attitude
  - d) Selective retention
  - e) All of the above
14. \_\_\_\_\_ describes changes in an individual's behaviour arising from experience.
- a) Lifestyle
  - b) Learning
  - c) Perception
  - d) Aggressive motives
  - e) Cognitive dissonance
15. \_\_\_\_\_ are subtle stimuli that determine where, when and how a person responds to purchasing an item.
- a) Demands
  - b) Wants
  - c) Needs
  - d) Triggers
  - e) Cues
16. Banks, insurance firms and other businesses help financial transactions for the buying and selling of goods and services are referred to as \_\_\_\_\_.
- a) Credible intermediaries
  - b) Physical intermediaries
  - c) Financial intermediaries
  - d) Marketing service agencies
  - e) Reseller distribution firms

17. Which movement has increased the marketer's awareness of environmentally sustainable strategies?
- a) Green movement
  - b) Black market
  - c) Deregulation
  - d) EPA
  - e) Green oceans
18. Your competitor may reveal intelligence information through which of these sources of information?
- a) Annual reports
  - b) Trade shows
  - c) Webpages
  - d) Press releases
  - e) All of the above
19. A \_\_\_\_\_ is a set of benefits that a company promise to consumers to satisfy their needs.
- a) Marketing offering
  - b) Value proposition
  - c) Market positioning
  - d) Need proposition
  - e) Satisfaction surveys
20. \_\_\_\_\_ segmentation refers dividing a market into different geographical units, such as nations, states, regions, countries, cities or even neighbourhoods.
- a) Geographic
  - b) Behaviour
  - c) Lifestyle
  - d) Gender
  - e) Demographic

**QUESTION 2**

Answer the following **TRUE or FALSE** questions on the answer sheet provided on page 10, detach and insert it in your exam book with your name and student number written on it.

1. Marketing is the process by which companies create value for customers and in return capture value from customers.
2. Differentiation means dividing a market into distinct groups of consumers who respond in a similar way.
3. Marketing intermediaries have actual or potential interest in the company's ability to become responsible members of the local communities.
4. Economic factors affect customer purchasing power and spending patterns.
5. Demographic segmentation refers to dividing the market into segments based on variables such as age, gender, income and education.
6. Motivation, perception, learning, beliefs and attitudes are societal factors influencing buyer behaviour.
7. Exploratory research is done to test hypotheses about cause-and-effect relationships.
8. Opinion leaders refers to a person within a reference group who can exert social influence on others because of special skills, knowledge, and personality.
9. Online social networks are online factions established to change evolving consumer lifestyles.
10. People use products appropriate to their roles and status.
11. Motivation research refers to qualitative research designed to probe consumers' hidden, sub-conscious motivations.
12. Consumers undertake complex buying behaviour when there is low involvement and few significant brand differences.
13. Evaluation of alternatives is based on the discomfort experienced by postpurchase conflict.

14. The mental process through which an individual passes from first hearing about an innovation to final adoption is called a quantitative research process.
15. Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.
16. Customers worry about their information on the internet may leave them open to cyber abuse or attacks.
17. Most firms start with an export department to become global organisations.
18. Viral marketing refers to unsolicited, unwanted commercial email messages.
19. In exporting, the company enters a foreign market by sending and selling products through international marketing intermediaries.
20. Salespeople are sometimes accused of high-pressure selling that persuades people to buy goods they had no thought of buying.



**QUESTION 3****(2X5=10 marks)**

Define the following marketing terms from a marketing perspective:

- |     |                              |           |
|-----|------------------------------|-----------|
| 3.1 | Demands                      | (2 marks) |
| 3.2 | Marketing mix                | (2 marks) |
| 3.3 | Value delivery network       | (2 marks) |
| 3.4 | Marketing Information System | (2 marks) |
| 3.5 | Production concept           | (2 marks) |

**QUESTION 4****(10 marks)**

The marketing process is made up of **FIVE (5)** steps which enable companies to accomplish their marketing objectives. Outline and briefly explain the steps in the marketing process.

**QUESTION 5****(12 marks)**

Explain how marketing intelligence differ from market research. Which one is more valuable to a company and why?

**QUESTION 6****(12 marks)**

Differentiate between the following marketing terms:

- |     |   |           |
|-----|---|-----------|
| 6.1 | Market segmentation and market targeting                | (4 marks) |
| 6.2 | Habitual buying behaviour and variety-seeking behaviour | (4 marks) |
| 6.3 | Consumerism and environmentalism                        | (4 marks) |

**QUESTION 7****(4X4=16 marks)**

Describe the **FOUR (4)** major trends in the company's natural environment. Use relevant examples to support your answer.

**END OF QUESTION PAPER**



**NB! DETACH AND INSERT INTO YOUR ANSWER BOOKLET**

Student no. \_\_\_\_\_

Mode of Study: \_\_\_\_\_

Lecturer's Name: \_\_\_\_\_

**SECTION A: MULTIPLE CHOICE ANSWER SHEET**

**(20X1=20)**

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**NB! DETACH AND INSERT INTO YOUR ANSWER BOOKLET**

Student no. \_\_\_\_\_

Mode of Study: \_\_\_\_\_

Lecturer's Name: \_\_\_\_\_

**SECTION B: TRUE or FALSE ANSWER SHEET**

**(20X1=20)**

	<b><u>TRUE</u></b>	<b><u>FALSE</u></b>
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