



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL: 7
COURSE CODE: MKM711SS	COURSE NAME: MARKETING MANAGEMENT
DATE: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINERS	Dr Bianca Tjizumaue Ms Wilhelmine Feris
MODERATOR	Dr Maxwell Chufama
INSTRUCTIONS	
<ul style="list-style-type: none">• ANSWER <u>ALL</u> QUESTIONS.• WRITE YOUR NAME, STUDENT NUMBER, LECTURER'S NAME AND MODE OF STUDY ON YOUR ANSWER SHEET.• PLEASE ENSURE THAT YOU WRITE YOUR STUDENT NUMBER/SEAT NUMBER ON THE BOOKLET AND YOU SIGN THE ATTENDANCE EXAMINATION REGISTER. <p>NB: STUDENTS ARE ADVISED THAT IT IS IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK.</p>	

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

a) Marketing managers face a host of decisions in handling marketing tasks. These range from major decisions such as what product features to design into a new product, how many salespeople to hire, or how much to spend on advertising, to minor decisions such as the wording or color for new packaging. Discuss the eight (8) stages of the New Product Development

(16 Marks)

b) Discuss in details and using examples from companies operating in Namibia, any five types of new product development.

(10 Marks)

c) Once a product has been introduced in the market the consumer might decide to adopt the product. The adoption decision is made when a consumer decides to become a regular user of a product. Discuss the five (5) stages of the adoption process.

(10 Marks)

QUESTION 2

a) SBU's market share serves as a measure of the company's strength in the relevant market segment. The growth-share matrix is divided into four cells, each indicating a different type of business. With relevant practical examples discuss these four (4) cells.

(12 Marks)

b) Michael Porter proposed three generic strategies that provide a good starting point for strategic thinking. Discuss these three (3) generic strategies.

(6 Marks)

QUESTION 3

a) The marketing department has to monitor and control marketing activities continuously. Discuss any three (3) of the type of Marketing control.

(6 Marks)

b) The marketing audit examines seven (7) major components of the company's marketing situation. Discuss any six (6) of the major components.

(12 Marks)

QUESTION 4

Branding is such a strong force today that hardly anything goes unbranded. Sellers brand their products, despite the costs, because they gain a number of advantages.

a) Discuss any five (5) types of brands.

(10 Marks)

b) Discuss any five (5) advantages of strong brands.

(10 Marks)

QUESTION 5

a) A Vertical Marketing System is a distribution channel structure in which producers and intermediaries agree to act as one to serve their agreed-upon target segments(s).

With a practical example; discuss any two (2) types of Vertical Marketing Systems (VMS).

(8 Marks)

TOTAL MARKS: 100