



PAMIBIA 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: MKM711S	COURSE NAME: MARKETING MANAGEMENT
SESSION: MAY/JUNE 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	PROF M. CHUFAMA (FM), MS R. SHIKONGO (PT&DI)
MODERATOR:	MR STEWART LUWIZHI
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. Be guided by the mark allocation on what and how much to write.8. Number the answers clearly.	

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

QUESTION 1**(25 marks)**

You are appointed as a Marketing Executive, what are the main activities you will be carrying out in your new position?

QUESTION 2**(25 marks)**

With the aid of examples, describe the unique characteristics of services and their management strategies.

QUESTION 3**(25 marks)**

Discuss with relevant and practical examples, Michael Porter's Generic strategies and how firms can use these strategies in various business situations.

QUESTION 4

Discuss the following marketing orientations, showing which product(s) suits the orientation,

- (a) Production orientation **(5 marks)**
- (b) Selling orientation **(5 marks)**
- (c) Product orientation **(5 marks)**
- (d) Market orientation **(5 marks)**
- (e) Societal-marketing orientation **(5 marks)**

QUESTION 5**(25 marks)**

With the aid of relevant examples, explain the stages involved in the Innovation Diffusion process/ the Adopter categories.

END OF FIRST OPPORTUNITY EXAMINATION PAPER