



**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: MKM711S	COURSE NAME: MARKETING MANAGEMENT
SESSION: JULY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	PROF M. CHUFAMA (FM), MS R. SHIKONGO (PM&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 relevant example, explain the stages involved in the product or customer adoption process.

QUESTION 3

(25 marks)

Using a company(ies) and/ or product(s) of your choice, explain the criteria for selecting important brand elements.

QUESTION 4

(25 marks)

Discuss the significance of marketing research to a firm of your choice

QUESTION 5

(25 marks)

Outline the relevant marketing strategies applicable to each stage of the product life cycle

END OF SECOND OPPORTUNITY EXAMINATION PAPER