



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING AND OTHER PROGRAMMES	
QUALIFICATION CODE: 07BMAK & OTHER PROGRAMMES	LEVEL: 5
COURSE CODE: MPM512S	COURSE NAME: MARKETING PRINCIPLES
SESSION: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of SEVEN (7) questions2. Answer ALL questions3. Write as legible and precise as possible4. Read each question carefully and allocate your time appropriately

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

QUESTION 1

Multiple Choice Questions

[1 x 20 = 20 marks]

- 1.1 _____ is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
- a) Public relations
 - b) Advertising
 - c) Personal selling
 - d) Investor relations
- 1.2 _____ is the idea that will bring the message strategy to life and guide specific appeals to be used in the advertising campaign.
- a) Strategy concept
 - b) Message execution
 - c) Message strategy
 - d) Creative concept
- 1.3 YouTube videos is an example of _____ messages to boost consumer involvement.
- a) Communication generated
 - b) Standardisation generated
 - c) Consumer generated
 - d) Publicity generated
- 1.4 _____ is the digital version of word-of-mouth marketing that involves creating videos, ads and other marketing content that is so infectious that customers will seek them out or pass them along to their friends.
- a) Buzz marketing
 - b) International marketing
 - c) Viral marketing
 - d) None of the above

- 1.5 Major public relations tools include news, special events, written materials, speeches and _____.
- a) Public service activities
 - b) Awareness campaigns
 - c) Development support
 - d) Advertising publicity
- 1.6 _____ refers to the measure of the percentage of people in the target market who are exposed to the advertising campaign during a given period of time.
- a) Frequency
 - b) Impact
 - c) Exposure
 - d) Reach
- 1.7 _____ invites broad communities of people — customers, employees, independent scientists and researchers, and even the public at large — into the new-product innovation process.
- a) External sources
 - b) Crowdsourcing
 - c) Internal sources
 - d) Promosourcing
- 1.8 _____ is the stage at which the product and marketing program are introduced into more realistic marketing settings.
- a) Individual marketing
 - b) Test marketing
 - c) Viral marketing
 - d) Buzz marketing

1.9 _____ is when company departments work closely together individually to complete each stage of the process before passing it along to the next department or stage.

- a) Sequential new product development
- b) Customer-centered new product development
- c) Team-based new product development
- d) Systematic new product development

1.10 _____ are temporary periods of unusually high sales driven by consumer enthusiasm and immediate product or brand popularity.

- a) Buzzes
- b) Spams
- c) Fads
- d) None of the above

1.11 _____ are wholesale-sponsored groups of independent retailers that engage in group buying and common merchandising.

- a) Corporate chains
- b) Retailer cooperatives
- c) Merchandising conglomerates
- d) Voluntary chains

1.12 EDLP stands for _____ and involves charging constant, everyday low prices with few sales or discounts.

- a) Effective and distinct low price
- b) Effective low price
- c) Everyday low price
- d) Evaluative low price

1.13 In sales promotion, contests, _____, and games give consumers the chance to win something — such as cash, trips, or goods — by luck or through extra effort.

- a) Gambling
- b) Sweepstakes
- c) Coupons
- d) Discounts

1.14 Major trade promotion tools include discount, free goods, allowance and _____.

- a) Specialty advertising
- b) Niche advertising
- c) Proposal advertising
- d) None of the above

1.15 _____ include raw material suppliers, components, parts, information, finances, and expertise to create a product or service.

- a) Upstream partners
- b) Downstream partners
- c) Demand chain partners
- d) Value chain partners

1.16 _____ are when two or more companies at one level join together to follow a new marketing opportunity. Companies combine financial, production, or marketing resources to accomplish more than any one company could alone.

- a) Vertical marketing systems
- b) Horizontal marketing systems
- c) Multichannel marketing systems
- d) None of the above

1.17 _____ occurs when product or service producers cut out intermediaries and go directly to final buyers, or when radically new types of channel intermediaries displace traditional ones.

- a) Variable intermediation
- b) Reintermediation
- c) Intermediation
- d) Disintermediation

1.18 _____ divides consumers into groups with similar needs and buying behaviours even though they are located in different countries

- a) Consumer segmentation
- b) Lifestyle segmentation
- c) Geographical segmentation
- d) Intermarket segmentation

1.19 _____ is the practice of tailoring products and marketing programmes to suit the tastes of specific individuals and locations.

- a) Niche marketing
- b) Concentrated marketing
- c) Micromarketing
- d) Differentiated marketing

1.20 _____ is the largest group of wholesalers and include full-service and limited service wholesalers.

- a) Merchants
- b) Brokers
- c) Agents
- d) Manufacturers

QUESTION 2**[1 x 20 = 20 marks]****True or False Questions**

2.1	The creative concept is the idea that will bring the message strategy to life and guide specific appeals to be used in an advertising campaign.
2.2	Undifferentiated marketing refers to a market coverage strategy in which a firm decides to target several market segments with separate marketing offers for each.
2.3	Unsought products are bought frequently and with minimal comparison and buying effort.
2.4	Acquisition refers to the buying of a whole company, a patent, or a license to produce someone else's product.
2.5	Competitive advantage refers to an activity, benefit or satisfaction offered for sale that is essentially intangible and does not result in the ownership of anything.
2.6	The Service Profit Chain refers to the chain that links service firm profits with employee and customer satisfaction.
2.7	Customer value-based pricing uses the buyers' perceptions of value as the key to pricing rather than on the seller's cost.
2.8	A supermarket is a store that carries a narrow product line with a deep assortment.
2.9	Persuasive advertising is important with mature products to help maintain customer relationships and keep customers thinking about the product.

2.10	Market-skimming pricing means setting a low price for a new product in order to attract a large number of buyers and a large market share.
2.11	Personal selling refers to the personal representation by a firm's sales force for the purpose of engaging customers, making sales and building customer relationships.
2.12	A value delivery network is composed of the company, suppliers, distributors who partner with each other to improve the performance of the entire system in delivering customer value.
2.13	Buzz marketing is personal communications about a product between target buyers and friends, family, neighbours and associates.
2.14	Public relations is used to promote products, people, places, ideas, activities, organisations and even nations.
2.15	Territorial sales force structure is a sales force in which salespeople specialize in selling only to certain customers or industries.
2.16	Multichannel marketing is the digital version of word-of-mouth marketing.
2.17	Spam refers to unsolicited, unwanted commercial email messages.
2.18	Lobbying involves building and maintaining relations with legislators and government officials to influence legislation and regulations.
2.19	Catalogs are well suited for sending an offer, announcement, or reminder directly to a person at a particular address.
2.20	Mobile marketing features marketing messages, promotions, and other marketing content delivered to on-the-go consumers through their mobile devices.

QUESTION 3**[3 x 4 = 12 marks]**

Differentiate between the following marketing terms.

- a) Behavioural segmentation and psychographic segmentation **(4 marks)**
- b) Informative advertising and reminder advertising **(4 marks)**
- c) Actual product and augmented product **(4 marks)**

QUESTION 4**(10 Marks)**

Critically discuss **TWO (2)** ways in which retailers use omni-channel retailing to address the cross-channel shopping behaviour of today's digitally connected consumers. Use relevant examples to support your answer.

QUESTION 5**(14 Marks)**

The goal of the personal selling process is to get new customers and obtain orders from them. With relevant examples, name and explain the **SEVEN (7)** steps in the personal selling process.

QUESTION 6**(9 Marks)**

Message execution is when the advertiser turns the big idea into an actual advert that will capture the target market's attention and interest. The creative team must find the best approach, style, tone, words, and format for executing the message. Briefly explain the following message execution styles when creating the advertising message:

- (a) Slice of life
- (b) Lifestyle
- (c) Fantasy
- (d) Mood or image
- (e) Musical
- (f) Personality symbol
- (g) Technical expertise
- (h) Scientific evidence
- (i) Testimonial evidence or endorsement

QUESTION 7**(15 Marks)**

New product development refers to original products, product improvements, product modifications, and new brands developed from the firm's own research and development.

- a) Name the **EIGHT (8)** major stages in the new product development process. **(8 marks)**
- b) Provide a detailed example illustrating how a new product idea would progress through each of these stages. **(7 marks)**

END OF EXAMINATION QUESTION PAPER