



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF SPORT MANAGEMENT AND OTHERS	
QUALIFICATION CODE: 07BSMN AND OTHERS	LEVEL: NQF LEVEL 5
COURSE CODE: FOM511S	COURSE NAME: FUNDAMENTALS OF MARKETING
SESSION: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. J. NDUNGAUA (FM) Ms. L. HEELU (FM/ PT/DI) Ms. L. MOOMBOLA (FM)
MODERATOR	Ms. F. SITHOLE

INSTRUCTIONS
<p>READ THE INSTRUCTIONS CAREFULLY</p> <ol style="list-style-type: none">1. This paper consists of 6 questions.2. Answer ALL questions.3. Start each question on a new page4. Use the tables provided on page 8 to answer Questions 1: Detach and insert into your answer booklet.5. Write your Student Number, Lecturer's name and mode of study on your answer sheet.6. Write clearly and neatly

THIS QUESTION PAPER CONSISTS OF 8 PAGES (Including this front page)

QUESTION 1: [Multiple choice questions]

[40 marks]

Choose the correct answer and use the table provided on **page 8** to answer the following multiple-choice questions. Detach and insert it into your answer booklet. Each question only has ONE correct answer and 2 marks shall be awarded for each correct answer. **(2 x 20 = 40 Marks)**

1.1 Which of the following statements regarding the changing marketing landscape is correct?

- a) Digital technology has changed the way we live.
- b) Global competition only affects marketing in large companies.
- c) Marketing plays no role in the strategies of not-for-profit organizations.
- d) Today's post-recession era consumers buy more, use fewer coupons, use their credit cards more and save less.

1.2 What is the second step in the marketing process?

- a) Designing a marketing strategy
- b) Understanding the marketplace and customer needs
- c) Capturing value from customers
- d) Delighting customers

1.3 A firm's strategy is set into action through plans and programs that consist of the marketing mix. The marketing mix is referred to as the four Ps of marketing. Which of the following are the four Ps?

- a) Product, price, promotion, and people
- b) Product, price, place, promotion
- c) Product, place, promotion, people
- d) Product, price, place, people

1.4 John is hungry and chooses to go to Food Lover's for a salad. Mary's hunger is a _____ and her choice of a salad is a _____.

- a) want; demand
- b) need; demand
- c) want; need
- d) need; want

1.5 Marketing can disrupt the internal value chain and cause conflicts to develop because it can potentially _____.

- a) gain commitment from the entire company to engage customers
- b) increase production costs, increase inventories, cause budget headaches and disrupt production schedules
- c) make all departments "think consumer"
- d) align all functional areas with the goal of increasing customer value

1.6 Many consumers today rent DVDs from a vending machine called "Redbox," which can be found in retail stores and other locations. Redbox is a type of direct marketing tool called a(n) _____.

- a) kiosk
- b) catalogue
- c) ZoomSystem
- d) infomercial

1.7 Forms of digital direct marketing include _____.

- a) online marketing, social media marketing, and mobile marketing
- b) direct-response TV marketing, telemarketing, and direct-mail marketing
- c) telemarketing, face-to-face selling, and kiosk marketing
- d) telemarketing, direct-mail marketing, and catalogue marketing

1.8 Web sites, online advertising, e-mail, online video, and blogs are all forms of _____.

- a) traditional direct marketing
- b) online marketing
- c) social media marketing
- d) mobile marketing

1.9 Which of the following statements is true regarding sellers and their use of direct and digital marketing?

- a) Sellers using direct and digital marketing cannot solicit questions and feedback from customers.
- b) For sellers, direct and digital marketing is very inefficient.
- c) Sellers have opportunities to engage in real-time marketing.
- d) For sellers, using direct and digital marketing is expensive.

1.10 To develop needed information, marketing information systems utilize _____.

- a) internal databases, marketing intelligence, and marketing research
- b) marketing intelligence, marketing research, and the marketing environment
- c) internal databases, marketing research, and marketing managers
- d) marketing managers, information users, and internal databases

1.11 _____ refers to the manner in which the service is delivered

- a) Product
- b) Physical evidence
- c) Processes
- d) Place

1.12 Competitive marketing intelligence uses _____ data sources.

- a) publicly available
- b) internal
- c) expensive
- d) private

1.13 _____ is the first step in the marketing research process.

- a) Developing the research plan
- b) Analyzing data
- c) Collecting data
- d) Defining the problem and research objectives

1.14 _____ is the first stage in the new product adoption process.

- a) Awareness
- b) Trial
- c) Evaluation
- d) Interest

1.15 The SwissArmy Company markets multi-tools, clothing, watches, and travel accessories all under the SwissArmy brand name. This is an example of which brand development strategy?

- a) Line extension
- b) New brand
- c) Multiband
- d) Brand extension

1.16 Services marketing requires _____. This means that the service firm must orient and motivate its customer-contact employees and supporting service people to work as a team to provide customer satisfaction.

- a) interactive marketing
- b) image differentiation
- c) external marketing
- d) internal marketing

1.17 Which of the following statements regarding the important decisions in the development and marketing of individual products is correct?

- a) Packaging decisions are not an important part of developing individual products.
- b) Determining product support services is not part of the development of individual products.
- c) Product attributes that communicate and deliver benefits to the consumer include quality, features, style, and design.
- d) How a product is branded is separate from the development and marketing of individual products.

1.18 When a company lengthens a product line by adding more items within that line's current range, it is _____.

- a) increasing the width of its product mix
- b) stretching the line upward
- c) filling the line
- d) stretching the line downward

1.19 Critics claim that the urban poor often have to shop in smaller stores that carry inferior goods and charge higher prices. This is an example of _____.

- a) poor service to the disadvantaged
- b) planned obsolescence
- c) deceptive promotion
- d) high-pressure selling

1.20 What is the purpose of high-pressure selling?

- a) To ensure customers get good value from their purchases
- b) To persuade people to buy goods they had no thought of buying
- c) To convince customers to buy goods that are not on sale
- d) To sell goods that are overstocked in inventory

STRUCTURED QUESTIONS: ANSWER ALL QUESTIONS

[60 Marks]

Question 2

[2 x 7=14 Marks]

Define the following terms from a marketing perspective:

- a) Marketing management (2)
- b) Positioning (2)
- c) Marketing myopia (2)
- d) Value delivery network (2)
- e) Marketing environment (2)
- f) Consumer behaviour (2)
- g) Adoption process (2)

Question 3

- a) Differentiate between a marketing and corporate website (4)
- b) Using relevant examples, differentiate between Complex Buying Behaviour and Dissonance-Reducing Buying Behaviour. (6)
- c) Differentiate between standardised marketing mix and adapted marketing mix. (4)

Question 4

Define the marketing information system and discuss its parts.

(8)

Question 5

In order for segmentation to be effective and useful, it needs to meet certain requirements. Describe those requirements.

(15)

Question 6

Explain any three (3) major social criticisms of marketing.

(9)

NB! Use the table below to answer Question 1. Detach this page and insert it into your answer booklet.

ANSWER SECTION

Question 1: Multiple choice Questions

[2X20 = 40 marks]

	A	B	C	D
1.1				
1.2				
1.3				
1.4				
1.5				
1.6				
1.7				
1.8				
1.9				
1.10				
1.11				
1.12				
1.13				
1.14				
1.15				
1.16				
1.17				
1.18				
1.19				
1.20				

STUDENT NUMBER _____

MODE OF STUDY _____

LECTURER'S NAME _____

**** END OF FOM511S, 1ST OPPORTUNITY QUESTION PAPER ****