



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

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

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
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<b>MODERATOR</b>	Ms. F. SITHOLE

<b>INSTRUCTIONS</b>
<p>READ THE INSTRUCTIONS CAREFULLY</p> <ol style="list-style-type: none"><li>1. This paper consists of <b>7</b> questions.</li><li>2. Answer <b>ALL</b> questions.</li><li>3. Start each question on a new page</li><li>4. Use the tables provided on <b>page 8</b> to answer Questions 1: <b>Detach and insert into your answer booklet.</b></li><li>5. Write your Student Number, Lecturer's name and mode of study on your answer sheet.</li><li>6. Write and neatly</li></ol>

**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. After designing a marketing programme, what is the next step in the marketing process?

- a) Designing a marketing strategy
- b) Understanding the marketplace and customer needs
- c) Building customer relationships
- d) Delighting customers

1.2 A(n) \_\_\_\_\_ is the set of actual and potential buyers of a product or service.

- a) market
- b) control group
- c) subsidiary
- d) focus group

1.3 The key to building customer relationships is \_\_\_\_\_.

- a) Making promises
- b) customer value and satisfaction
- c) advertising
- d) Bribing customers

1.4 The idea that consumers will favour products that offer the most quality, performance, and features reflects which philosophy?

- a) The selling concept
- b) The product concept
- c) The societal marketing concept
- d) The marketing concept

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 The Dollar Store and Family Dollar profitably focus on buyers with modest means with their market offerings. This is an example of \_\_\_\_\_.

- a) the marketing mix
- b) market targeting
- c) market segmentation
- d) positioning

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 The fastest growing form of marketing is \_\_\_\_\_.

- a) publicity and public relations
- b) personal selling
- c) television advertising
- d) direct and digital marketing

1.9 The primary purpose of \_\_\_\_\_ is to present brand content that engages consumers and creates customer-brand community.

- a) search-related ads
- b) branded community Web sites
- c) online advertising
- d) blogs

1.10 To develop needed information, marketing information systems utilise \_\_\_\_\_.

- 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 Any contact between a customer and a company is called a \_\_\_\_\_.

- a) purchase
- b) service call
- c) touch point
- d) sales call

1.12 Internal databases use \_\_\_\_\_ data sources.

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

1.13 \_\_\_\_\_ is the most widely used method and is best for descriptive information—knowledge, attitudes, preferences, and buying behaviour,

- a) Survey research
- b) Observational Research
- c) Experimental research
- d) Ethnographic research

1.14 Which of the following correctly defines the consumer market?

- a) Consumers and the resellers who consumers buy their products from
- b) Consumers who spend more than N\$50 000.00 yearly on goods and services
- c) Individuals and households that buy goods and services for personal consumption
- d) Consumers and the businesses that sell to them

1.15 According to the model of buyer behaviour, what are the two parts of a buyer's black box?

- a) The buyer's attitudes and preferences and the buyer's purchase behaviour
- b) The 4 Ps and social forces.
- c) Cultural forces and marketing stimuli
- d) The buyer's characteristics and the buyer's decision process

1.16 \_\_\_\_\_ is the learned values, perceptions, wants, and behaviour from family and other important institutions

- a) Social behaviour
- b) Buyer's characteristics
- c) Culture
- d) Buyer's behaviour

1.17 What are the two economic factors that reflect a country's attractiveness as a market?

- a) Tariffs and quotas
- b) Industrial structure and tariffs
- c) Income distribution and tariffs
- d) Industrial structure and income distribution

1.18 Free trade zones can be described as \_\_\_\_\_.

- a) areas where products are traded free
- b) groups of nations who do not regulate trade
- c) groups of nations organized to work toward common goals in the regulation of international trade.
- d) areas within a country that do not impose taxes

1.19 Which of the following correctly defines a product?

- a) Products are tangible objects offered to a market to satisfy a want or need.
- b) A product is not a part of the overall market offering.
- c) Products include tangible objects and services, but not events or people.
- d) A product is anything offered to a market that might satisfy a need or want.



1.20 In determining product quality, what are the two dimensions of quality marketers must decide upon?

- a) Level and consistency
- b) Consistency and packaging
- c) Level and TQM
- d) Level and price

**STRUCTURED QUESTIONS: ANSWER ALL QUESTIONS**

**[60 Marks]**

**Question 2**

**[2 x 6=12 Marks]**

Define the following terms from a marketing perspective:

- a) Marketing (2)
- b) Market offerings (2)
- c) Internal database (2)
- d) Micro-environment (2)
- e) Demography (2)
- f) Variety-seeking buying behavior (2)

**Question 3**

List the first four (4) steps in the marketing process. (4)

**Question 4**

Describe the four (4) major bases of segmenting consumer markets. (8)

**Question 5**

- a) Differentiate between exploratory research and descriptive research. (4)
- b) Differentiate between undifferentiated (mass) and differentiated (segmented) marketing. Use examples to support your answer. (6)
- c) Differentiate between convenience and shopping products (4)

**Question 6**

Consumers go through five (5) stages in the process of adopting a new product. Explain the five (5) stages. (10)

**Question 7**

Using relevant examples, discuss the four (4) characteristics that affect the marketing of services. (12)

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
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1.20				

STUDENT NUMBER \_\_\_\_\_

MODE OF STUDY \_\_\_\_\_

LECTURER'S NAME \_\_\_\_\_

**END OF FOM511S, 1<sup>ST</sup> OPPORTUNITY QUESTION PAPER**