



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING AND OTHERS	
QUALIFICATION CODE: 07BMAK	LEVEL: 5
COURSE CODE: IME511S	COURSE NAME: Introduction to Marketing and its Environment
SESSION: JULY 2024	PAPER: 2 nd Opportunity
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS CHERLEY DU PLESSIS (FT) MS LYDIA HEELU (FT, PT, DI) MS LOIDE MOOMBALA (FM)
MODERATOR:	MR JOHN-GRAFTT NDUNGAUA

INSTRUCTIONS	
1.	Answer all questions .
2.	Read all the questions carefully before answering.
3.	This paper comprises of three sections, namely; sections A, B and C
4.	Marks for each question are indicated at the end of the question.
5.	Please ensure that your writing is legible, neat and presentable.
6.	For Section A and B, use the provided tables on pages 9 & 10 to indicate the correct answers, detach the answer sheets and insert it in the exam book.

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

QUESTION 1

Answer the following **Multiple Choice Questions** on the answer sheet provided on page 9, detach and insert it in your exam book with your name and student number written on it.

1. What is marketing?
 - a) The process of advertising and selling products.
 - b) The process for creating, communicating, delivering and exchanging marketing offerings that have value for customers based on their needs and wants.
 - c) The management of the sales team.
 - d) The production and manufacturing of goods and services.
 - e) The observation of customer myopia.

2. _____ is a component of the micro-environment within a company's marketing environment.
 - a) Economic forces
 - b) Cultural forces
 - c) Suppliers
 - d) Banks
 - e) Publics

3. An MIS consists of people, equipment and procedures to _____, sort, analyse, evaluate and distribute information to marketing decision makers.
 - a) Gather
 - b) Test
 - c) Read
 - d) Write
 - e) Exam

4. _____ is an example of a consumer need.
 - a) Sports car
 - b) Brand name clothing
 - c) Smartphone
 - d) Holiday packages
 - e) Shelter

5. _____ is the act of obtaining a desired object from someone by offering something in return.
 - a) Motivation
 - b) Exchange
 - c) Marketing
 - d) Gatekeeping
 - e) Research

6. _____ is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. It deals with acquiring, engaging and growing customers.
- Customer Relationship Management
 - Customer Benefits Management
 - End-user Profile Management
 - Demographics Profile Management
 - Psychographics and Relationship Management
7. _____ depends on the product's perceived performance relative to a buyer's expectations.
- Customer myopia
 - Customer behaviour
 - Customer dedication
 - Customer relations
 - Customer satisfaction
8. Product _____ refers to arranging for a product to occupy a distinctive and desirable place in the minds of your target customers.
- Segmentation
 - Differentiation
 - Positioning
 - Lifecycle
 - Deterioration
9. The _____ is a set of tactical marketing tools that the company blends to produce the response it wants in the target market.
- Research and software
 - Strategic directives
 - Product portfolio
 - Marketing mix
 - None of the above
10. The SWOT analysis stands for:
- Strengths, weaknesses, opportunities and tactics
 - Strengths, weaknesses, opportunities and threats
 - Strategy, weaknesses, opportunistic tendencies
 - Solutions, weaknesses, options and trials
 - Solidarity, wins, opportunity and tactics

11. A company must consider its own size and industry position compared to those of its _____.
- a) Clients
 - b) Customers
 - c) Competitors
 - d) Consumers
 - e) Citizens
12. In marketing research, primary data is:
- a) Data collected for the first time specifically for a marketing research study
 - b) Less time-consuming to acquire and less costly than secondary data
 - c) Newly published results of government investigations
 - d) Part of a strategic planning activity to ensure proper resource allocation
 - e) Preference in buying behaviour
13. _____ carries news, features, editorial opinions distributed through television, magazines, blogs and social media.
- a) Government publics
 - b) Marketing publics
 - c) Service publics
 - d) Promotion publics
 - e) Media publics
14. What is a reason why global markets are hard to deal with?
- a) Managers need to learn other languages.
 - b) Managers deal with strange currency.
 - c) Managers face political uncertainties.
 - d) Managers must adapt their products to different customer needs and expectations.
 - e) All of the above
15. _____ involves the physical environment and the natural resources that are needed as inputs by marketers or that are affected by marketing activities.
- a) Technological environment
 - b) Political environment
 - c) Cultural environment
 - d) Natural environment
 - e) None of the above
16. Good marketing intelligence can help marketers gain _____ into how consumers talk about and engage with their brands..
- a) Credibility
 - b) Satisfaction
 - c) Insights
 - d) Privacy
 - e) Preference

17. The marketing research process has four steps: defining the problem and research objectives, developing the research plan, implementing the plan, and _____.
- a) Monitoring and evaluating the findings
 - b) Strategising and implementing the findings
 - c) Interpreting and reporting the findings
 - d) Filing and storing the findings
 - e) Distorting and leaking the findings
18. Business legislation has been created for three basic reasons: to protect firms from one another, to protect the interests of society, and to _____.
- a) Protect consumers
 - b) Regulate price
 - c) Increase world trade
 - d) Promote social responsibility
 - e) Regulate government policies
19. Marketers want to understand how the stimuli are changed into responses inside the consumer's _____.
- a) Value proposition
 - b) Black box
 - c) Market preference
 - d) Buying attitudes
 - e) External market
20. Each culture contains smaller _____, or groups of people with shared value systems based on common life experiences and situations.
- a) Market segments
 - b) Profit shares
 - c) Buyer patterns
 - d) Sub-cultures
 - e) Needs and wants

QUESTION 2

Answer the following **TRUE or FALSE** questions on the answer sheet provided on page 10, detach and insert it in your exam book with your name and student number written on it.

1. The simplest definition of modern marketing is managing profitable customer relationships.
2. Demography is the study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics.
3. The political environment consists of financial factors that affect consumer purchasing power and spending patterns.
4. The simplest way to enter a foreign market is with licencing.
5. Environmental sustainability refers to developing strategies and practices that create a world economy that the planet can support indefinitely.
6. Motivation, perception, learning, beliefs and attitudes are psychological factors influencing buyer behaviour.
7. The cultural environment consists of institutions and forces that affect a society's values, perceptions, preferences, and behaviors.
8. Marketing research involves actively scanning the general marketing environment.
9. Social classes are society's relatively permanent and ordered divisions whose members have similar values, interests and behaviours.
10. Buzz marketing refers to the impact of personal words and recommendations of trusted friends, family, associates, and other consumers on buying behaviour.
11. Personality refers to a personal need that is sufficiently pressing to direct a person to seek satisfaction of the need.
12. Secondary data refers information that already exist somewhere, having been collected for another purpose.
13. Cognitive dissonance is the stage in the buying process where the buyer decides about which brand to purchase.
14. Psychographic segmentation divides buyers into different segments based on social class, lifestyle, or personality characteristics.

15. Spam and involves marketing content that is so infectious that customers will seek them out or pass them along to friends.
16. Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.
17. Joint venturing is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task.
18. Cultural pollution is an organised movement of citizens and government agencies to improve the rights and power of buyers.
19. The final step in the marketing process requires marketers to understand the marketplace and customer needs and wants.
20. The goal of marketing intelligence is to improve strategic decision making, assess and track competitors' actions, and provide early warning of opportunities and threats.

SECTION C: OPEN-ENDED QUESTIONS**[60 MARKS]****QUESTION 3****(2X5=10 marks)**

Define the following marketing terms from a marketing perspective:

- | | | |
|-----|--------------------|-----------|
| 3.1 | Marketing myopia | (2 marks) |
| 3.2 | Value proposition | (2 marks) |
| 3.3 | Internal database | (2 marks) |
| 3.4 | Consumer behaviour | (2 marks) |
| 3.5 | Online marketing | (2 marks) |

QUESTION 4**(10 marks)**

Briefly explain the following marketing management orientations under which organisations design and carry out their marketing strategies. Add relevant examples to support your answers.

- | | | |
|-----|--------------------------------|-----------|
| 4.1 | The production concept | (2 marks) |
| 4.2 | The product concept | (2 marks) |
| 4.3 | The selling concept | (2 marks) |
| 4.4 | The marketing concept | (2 marks) |
| 4.5 | The societal marketing concept | (2 marks) |

QUESTION 5**(12 marks)**

Briefly discuss any **FOUR (4)** players in the micro-environment that affect the company's ability to serve its customers.

QUESTION 6**(12 marks)**

Differentiate between the following marketing terms:

- | | | |
|-----|--|-----------|
| 6.1 | Selective distortion and selective retention | (4 marks) |
| 6.2 | Subsistence economies and industrial economies | (4 marks) |
| 6.3 | Deceptive pricing and deceptive packaging | (4 marks) |

QUESTION 7**(4X4=16 marks)**

The adoption process is the mental process that consumers go through from the first time they learn about a new product until they reach the decision to become a regular user of the product. Name and discuss the first **FOUR (4)** stages in the adoption process and provide relevant examples to support your answers

END OF QUESTION PAPER

NB! DETACH AND INSERT INTO YOUR ANSWER BOOKLET

Student no. _____

Mode of Study: _____

Lecturer's Name: _____

SECTION A: MULTIPLE CHOICE ANSWER SHEET

(20X1=20)

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NB! DETACH AND INSERT INTO YOUR ANSWER BOOKLET

Student no. _____

Mode of Study: _____

Lecturer's Name: _____

SECTION B: TRUE or FALSE ANSWER SHEET

(20X1=20)

	<u>TRUE</u>	<u>FALSE</u>
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