



PAMIBIA 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: 07BMARB	LEVEL: 7
COURSE CODE: MKM711SS	COURSE NAME: MARKETING MANAGEMENT
DATE: JULY 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINERS	Dr Bianca Tjizumaue Ms Wilhelmine Feris
MODERATOR	Dr Maxwell Chufama
INSTRUCTIONS	
<ul style="list-style-type: none">• ANSWER <u>ALL</u> QUESTIONS.• WRITE YOUR NAME, STUDENT NUMBER, LECTURER'S NAME AND MODE OF STUDY ON YOUR ANSWER SHEET.• PLEASE ENSURE THAT YOU WRITE YOUR STUDENT NUMBER/SEAT NUMBER ON THE BOOKLET AND YOU SIGN THE ATTENDANCE EXAMINATION REGISTER. NB: STUDENTS ARE ADVISED THAT IT IS IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK	

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

a) Companies handle the organizational aspect of new-product development in several ways. Many assign responsibility to *product managers*. But product managers are often busy managing existing lines and may lack the skills and knowledge to develop and critique new products. You have been task to advice the Product Managers on new product development stages, mention and discuss the eight (8) stages of new product development.

(16 Marks)

b) You are further task to advice the Product Managers on ways to find great product ideas. Discuss any five (5) ways to find great product ideas.

(5 Marks)

c) Discuss the five (5) adopter categories.

(10 Marks)

QUESTION 2

Marketing management is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers' demands.

a) Discuss any four (4) objectives of Marketing Management.

(8 Marks)

b) The major functions that a manager completes can be categorized into four different functions. Discuss these four (4) functions.

(10 Marks)

QUESTION 3

a) Macro-Environment Audit includes all the factors outside the firm that influences the marketing performance. Discuss any five (5) components of the PEST/SLEPT analysis.

(10 Marks)

b) Discuss the six (6) stages of Environmental analysis.

(6 Marks)

c) McKinsey's Elements of Success (7S Framework) is usually used as a tool to evaluate and monitor changes in the internal situation of an organization. Discuss the four (4) elements known as the "software".

(8 Marks)

QUESTION 4

Marketing implementation is critical to the success of any firm because it is responsible for putting the marketing strategy into action.

a) Discuss any five (5) elements of Marketing Implementation.

(10 Marks)

b) One of the approaches that can be used by managers in implementing marketing strategies and motivating employees to perform implementation activities is the Command approach. Discuss two (2) advantages of the Command approach and two (2) disadvantages of the Command approach.

(4 Marks)

QUESTION 5

Branding is a word which covers names, sign, designs, symbols, words, colour combination, sounds, slogan and packaging to distinguish one product from another and by which it is recognised.

a) Discuss any five (5) advantages of strong brands.

(5 Marks)

b) Brand equity is established around four components. Discuss these four (4) components.

(8 Marks)

TOTAL MARKS: 100