NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

QUALIFICATION : DIPLOMA IN BUSINESS PROCESS MANAGEMENT	
QUALIFICATION CODE: 06DBPM	**LEVEL: 5**
COURSE CODE: MPS521C	**COURSE NAME:** MARKETING PRINCIPLES
SESSION: JULY 2024	**PAPER:** PAPER 1
DURATION: 3 HOURS	**MARKS:** 100

SECOND OPPORTUNITY EXAMINATION – QUESTION PAPER	
EXAMINER(S)	MR. S. TJITAMUNISA
MODERATOR:	DR G. KARITA

INSTRUCTIONS
1. Write clearly and be tidy 2. Answer all the questions **3. Use the Tables on pages 7 to answer Section A & B** 4. Read each question carefully before attempting it 5. This paper consist of five (5) questions

THIS QUESTION PAPER CONSISTS OF 7 PAGES (Including this front page)

SECTION A

Question 1 [True or False Questions]

Indicate whether the following statements are True or False by Crossing (X) in the appropriate box. Use the table provided on **page 7** to answer this question, detach and insert it into your answer booklet. 1 mark shall be awarded for each correct answer.

(20 X1) = 20 Marks)

No.	Question
1.1	Marketers have traditionally focused on the **"upstream"** side of the supply chain—on the marketing channels (or distribution channels) that look forward toward the customer.
1.2	Discount stores sell standard merchandise at lower prices by accepting lower margins and selling higher volume.
1.3	Integrated logistics management is the recognition that providing customer service and trimming distribution costs requires **conflict** internally and externally.
1.4	Wholesalers includes all the activities involved in selling products or services directly to final consumers for their personal, no business use.
1.5	Warehouse clubs appeal almost exclusively to low-income consumers seeking bargains.
1.6	In a conventional distribution channel, no channel member has much control over the other members and no formal means exists for assigning and resolving channel conflict.
1.7	Disintermediation has occurred when an online marketer takes businesses away from traditional brick-and-mortar retailers.
1.8	When consumers cannot judge the quality of a product because they lack information or skill, they are likely to perceive a higher-priced product as having higher quality.
1.9	The frequent use of promotional pricing can encourage customers to only buy when a brand is on sale.
1.10	Zone pricing involves the customers paying for the shipping if they live outside the zone where the company is located.
1.11	State and federal governments accept some reasons for price-fixing when it does

	not limit competition.
1.12	Demand and consumers value perception set the floor for prices.
1.13	Value-based pricing is being used when costs vary directly with the level of a product.
1.14	Value –based pricing is the reverse of cost-based pricing.
1.15	Unsought products are products that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.
1.16	Style is a larger concept than design. Design describes the appearance the appearance of a product.
1.17	A company can stretch its product either upward or downward, but not both directions.
1.18	A company's product mix has four important dimensions; width, length, depth, and consistency.
1.19	Mass marketing is becoming a marketing principle for 21st century.
1.2O	Silas Gifts divides its markets into units of rations, regions, and cities. Silas uses geographic segmentation.

SECTION B [Multiple Choice] **(15 x2 = 30 Marks)**

Question 2

Choose the correct answer and use the table provided on **page 7** to answer these question, and please detach and insert it into your answer booklet. 2 marks shall be awarded for each correct answer.

2.1 As production workers become better organized and more familiar with equipment, the average cost per unit decreases. This is called _____.
- A. Experience curve
- B. Long-run average cost curve
- C. Marginal utility
- D. Demand curve
- E. Short-run average cost curve

2.2 Some analysts see _____ as the major enduring asset of a company, outlasting the company's specific products and facilities.
- A. Experiences
- B. Brands

C. Staples
D. Services
E. Benefits

2.3 _____ involves charging a constant, everyday low price with few or no temporary price reductions.
A. Penetration pricing
B. High-low pricing
C. Cost-plus pricing
D. Target pricing
E. EDLP

2.4 At the very least, a product _____ identifies the product or brand. It might also describe several things about the product and promote the brand.
A. Package
B. Portfolio
C. Line extension
D. Label
E. Copyright

2.5 The simplest pricing method is _____.
A. Target profit pricing
B. Sealed-bid pricing
C. Markup pricing
D. Value based pricing
E. Value added pricing

2.6 _____ are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
A. Brands
B. Services
C. Consumer products
D. Line extensions
E. Supplements

2.7 Fixed costs _____ as the number of units produced increases.
A. Divide in half
B. Decrease
C. Increase at a diminishing rate
D. Increase
E. Stay the same

2.8 Which of the following involves setting prices based on competitor's strategies, costs, prices and market offerings?
A. Competition-based pricing
B. Target return pricing
C. Added-value pricing

D. Good-value pricing
E. Market based pricing

2.9 When amusement parks and movie theaters charge admission plus fees for food and other attracts, they are following a(n) _____ pricing strategy.
A. Optional –product
B. By-product
C. Skimming
D. Two-part
E. Penetration

2.10 _____ maps show consumer perceptions of their brands versus competing products on important buying dimensions.
A. Demonstration
B. Position
C. Differentiation
D. Positioning
E. Relative

2.11 Which of the following is a likely disadvantage to adding new channels in a multi channel distribution system?
A. Decreasing understanding of complex markets
B. Increasing disintermediation
C. Reducing conflict amongst channel members
D. Decreasing control over the system
E. Fewer opportunities for franchising

2.12 In recent years, _____ has been growing fast. This includes selling to final consumers through direct mail, telephone, catalogs and the Internet.
A. Franchising
B. E-commerce
C. Shopper marketing
D. Social marketing
E. Nonstore retailing

2.13 Which wholesalers' channel function is demonstrated when a buyer received quicker delivery because wholesalers are located closer than producers.
A. Financing
B. Buying and assortment building
C. Risk bearing
D. Warehousing
E. Transportation

2.14 Which of the following is most likely true about shoppers who like to shop at "lifestyle centers"?
A. They prefer out-of-the way locations.
B. They rarely dine out.
C. They prefer upscale stores.
D. They prefer inexpensive atmospheres.

2.15 Most producers today sell their products directly to _____?

A. Final users and marketing users
B. Final users
C. Third –party logistics providers
D. Warehouses
E. Intermediaries

SECTION C

Question 3 **(10 Marks)**

With relevant Namibian examples; explain what you understand by the following?

3.1 Integrated Marketing Communication (2 marks)

3.2 Direct Marketing (2 marks)

3.3 Third Party Logistics (3PL) (2 marks)

3.4 Retail Convergence (2 marks)

3.5 Franchise retail organization (2 marks)

Question 4 **(20 Marks)**

4.1 Identify and define important internal and external factors affecting a firm's pricing decisions. (14 marks)

4.2 Compare and Contrast the two new product pricing strategies in marketing (Market penetration pricing/Market skimming pricing strategies) and discuss the conditions under which each is appropriate. (6 Marks)

Question 5 **(20 marks)**

Explain why companies use marketing channels and discuss the functions these channels perform.

End

SECTION A [True or False Questions]

Student Name.....

Student no..... /20 marks (20x1 = 20 Marks)

	True	False
1.1		
1.2		
1.3		
1.4		
15		
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		

SECTION B [Multiple Choice] (15 x2 = 30 Marks)

Question 2

	A	B	C	D	E
2.1					
2.2					
2.3					
2.4					
2.5					
2.6					
2.7					
2.8					
2.9					
2.10					
2.11					
2.12					
2.13					
2.14					
2.15					