



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

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COURSE CODE: MPM512S	COURSE NAME: MARKETING PRINCIPLES
SESSION: JANUARY 2023	PAPER: THEORY AND PRACTICAL
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Write as legible as possible, and as precise as possible5. Indicate your class lecturer's name on your answer sheet

THIS QUESTION PAPER CONSISTS OF _6_ PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE QUESTIONS

[25]

Choose the correct answer and use the answer sheet to answer the following questions. Each question only has ONE correct answer. One (1) mark shall be awarded for each correct answer.

1. Which of the following is NOT an element of the acronym AIDA?
 - A. Attention.
 - B. Interest.
 - C. Desire.
 - D. Involvement.

2. The purchasing of a product from this type of retailer requires more effort from a consumer and is usually associated by a higher price.
 - A. Consumer stores
 - B. Convenience stores
 - C. Shopping stores
 - D. Specialty stores

3. The process by which the receiver assigns meaning to the symbols _____.
 - A. encoding
 - B. decoding
 - C. message
 - D. media

4. The process of putting thought into symbolic form _____.
 - A. noise
 - B. encoding
 - C. decoding
 - D. message

5. The unplanned static or distortion during the communication process, which results in the receiver getting a different message than the one the sender sent.
 - A. noise
 - B. encoding
 - C. decoding
 - D. media

6. Full-service wholesalers provide a few services and specialized functions.
 - A. True
 - B. False

7. Superstores offer a large assortment of routinely purchased food products, no-food items and services.
 - A. True
 - B. False

8. Each of the following is a classification of wholesalers EXCEPT _____.
- A. merchant wholesalers
 - B. agents and brokers
 - C. manufacturers' sales branches and offices
 - D. speciality wholesalers
9. The largest group of wholesalers is classified as _____.
- A. merchant wholesalers
 - B. brokers
 - C. manufacturer sales
 - D. agents
10. When firms fail to _____ their various communications channels, consumers may become confused.
- A. advertise
 - B. integrate
 - C. jumble
 - D. utilise
11. In recent years, _____ has/have been growing fast. This includes selling to final consumers through direct mail, catalogs, telephone, and the internet.
- A. Non-store retailing
 - B. E-commerce
 - C. Specialty stores
 - D. Sales promotion
12. _____, such as Hi-Fi Cooperations, provide more sales assistance because they carry more shopping goods about which consumers need information. Their increased operating costs result in higher prices.
- A. Full-service retailers
 - B. Off-price retailers
 - C. Limited-service retailers
 - D. Specialty-service retailers
13. _____ is the basis of all discount operations and is typically used by sellers of convenience goods. Retailers offering this level of service require consumers to perform their own "locate-compare-select" process in order to save money.
- A. Limited-service
 - B. Full-service
 - C. Self-service
 - D. Wholesaling
14. Which type of store carries a wide variety of product lines and differentiates itself through service, but has been squeezed in recent years between more focused and flexible specialty stores on the one hand and more efficient, lower-priced discounters on the other?
- A. Department
 - B. Factory outlet
 - C. Merchant wholesaler

D. Independent

15. Which type of store is much larger than regular supermarkets and offers a large assortment of routinely purchased food products, non-food items and services?

- A. Category killer
- B. Factory outlet
- C. Superstore
- D. Off-price

16. The primary purpose of an advertising objective is to _____, persuade, remind.

- A. prompt
- B. incite
- C. inform
- D. motivate

17. When developing an advertising program, message and media decisions are made while:

- A. setting the advertising budget.
- B. developing the advertising strategy.
- C. setting advertising objectives.
- D. evaluating advertising campaigns.

18. Which type of advertising is heavily used when introducing a new product category?

- A. Informative
- B. Persuasive
- C. Reminder
- D. Normative

19. Advertising is _____ and cannot be directly persuasive as personal selling.

- A. personal
- B. direct
- C. intrusive
- D. impersonal

20. Advertising reaches the masses of _____ dispersed buyers at a low cost per exposure and enables the seller to repeat a message many times.

- A. culturally
- B. economically
- C. geographically
- D. biologically

21. _____ means building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image and heading off unfavorable rumors, stories and events.

- A. Relationship management
- B. Personal selling
- C. Image management
- D. Public relations

22. The building and maintenance of national or local community relations is known as _____.

- A. Product publicity
- B. Press releasing
- C. Public affairs
- D. Press relations

23. Advertising include:

- A. The non-personal presentation of ideas, goods and services by an identified sponsor.
- B. An interactive, database driven marketing communication process that concentrates on developing individual personalized consumer relationships.
- C. Short-term, tangible incentives given to consumers and other channel members to stimulate immediate demand and sales.
- D. Influence both public opinion and the opinion of specific stakeholders whose support is needed.

24. Direct marketing includes:

- A. Sales promotion activities that offer monetary rewards online.
- B. A form of person-to-person communication in which a seller attempts to assist or persuade prospective buyers to purchase a product or service.
- C. An interactive, database driven marketing communication process that concentrates on developing individual personalized consumer relationships.
- D. Influence both public opinion and the opinion of specific stakeholders whose support is needed.

25. @Home, a home appliance manufacturer, uses sales representatives to sell its products to wholesalers, and individual consumers. This is an example of _____.

- A. Sales promotion
- B. Personal selling
- C. Direct selling
- D. Advertising

SECTION B: THEORETICAL AND APPLICATION QUESTIONS

[75 marks]

QUESTION 1

(5x2 = 10 marks)

Define the following concepts:

- 1.1 Retailing (2)
- 1.2 Market segmentation (2)
- 1.3 Personal selling (2)
- 1.4 Competitive advantage (2)
- 1.5 Business analysis (2)

QUESTION 2

(4x2=8

marks)

When setting prices, firms should know that certain pricing decisions in Namibia are subject to government regulations. Thus, before deciding on a price strategy, firms should familiarise themselves with public policy and pricing that may influence their strategy. Identify and describe the different public policy and pricing strategies that might influence a firm's strategy.

QUESTION 3

(14 marks)

Explain the roles of retailers and wholesalers in the distribution channel? (14)

QUESTION 4

(3x3=9 marks)

When setting advertising objectives, the advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period. Identify and briefly describe the three (3) primary purposes for classifying objectives.

QUESTION 5

(6 marks)

Name six (6) functions performed by the public relations department?

QUESTION 6

(10 marks)

A company's marketing communications mix—also called its promotion mix—blends five different components. List and define these components.

QUESTION 7

(8 marks)

Identify and discuss the four characteristics that affect the marketing of a service.

QUESTION 8

(10

marks)

Name and shortly explain the criteria that a market segment must comply with.

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