



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING AND OTHER PROGRAMMES	
QUALIFICATION CODE: 07BMAK & OTHER PROGRAMMES	LEVEL: 5
COURSE CODE: MPM512S	COURSE NAME: MARKETING PRINCIPLES
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Mr. J G Ndungaua

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of FIVE (5) questions2. Answer ALL questions3. Use the table provided on page 10 to answer Question 1: Detach and insert into your answer booklet4. Write as legible and precise as possible5. Read each question carefully6. Allocate your time appropriately

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

QUESTION 1

Multiple Choice Questions

Choose the correct answer and use the table provided on **page 10** to answer these questions, detach the answer sheet and insert it into your answer booklet. 2 marks shall be awarded for each correct answer. **[2 x 25 = 50 marks]**

1.1 _____ involves dividing a market into smaller groups of buyers with distinct needs, characteristics or behaviors.

- a) Market segmentation
- b) Market targeting
- c) Positioning
- d) Differentiation

1.2 _____ divides buyers into segments based on their social class, lifestyle, and personality traits.

- a) Demographic segmentation
- b) Geographic segmentation
- c) Psychographic segmentation
- d) Positioning segmentation

1.3 The oldest form of segmentation localises products and services to meet local market demands. This approach is referred to as _____ segmentation.

- a) Geographic
- b) Benefit
- c) Customer
- d) End-user

1.4 Segmenting _____ markets involves dividing the markets according to geographic location, economic, political-legal and cultural factors.

- a) Business
- b) International
- c) Consumer
- d) None of the above

1.5 _____ segmentation is a common and popular form of segmentation that has long been used in clothing, cosmetics, toiletries and magazines.

- a) Age and life cycle
- b) Behaviour
- c) User status
- d) Gender

1.6 _____ require a lot of advertising, personal selling and other marketing efforts because consumers do not usually know or care about them.

- a) Specialty products
- b) Product line extensions
- c) Unsought products
- d) Shopping products

1.7 _____ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.

- a) Shopping products
- b) Brand products
- c) Services products
- d) Industrial products

1.8 One characteristic of manufactured materials and parts is that they are mostly sold directly to _____.

- a) Individual consumers
- b) Industrial users
- c) Wholesalers
- d) Brand extensions

1.9 _____ consists of campaigns by organisations to polish their images and market themselves to various publics.

- a) Corporate image advertising
- b) Organisation marketing
- c) Social marketing
- d) Inter-market advertising

1.10 Products may fail because _____.

- a) The market size may be overestimated
- b) The product's design did not meet consumer expectations
- c) They were priced too high
- d) Any of the above

1.11 The purpose of idea generation in the new product development process is to create a large number of ideas. The purpose of the succeeding stages is to _____ that number.

- a) Define
- b) Reduce
- c) Consider
- d) Expand

1.12 _____ is the stage at which the product and marketing programmes are introduced into more realistic marketing settings.

- a) Idea marketing
- b) Test marketing
- c) Development marketing
- d) Creation marketing

1.13 The second part of the marketing strategy statement outlines the product's planned price, distribution and the _____ for the first year.

- a) Advertising
- b) Promotion
- c) Marketing budget
- d) Positioning

1.14 When developing new products, it is important for a firm to distinguish between a product concept, a product image and a product _____.

- a) Idea
- b) Life cycle
- c) Proposal
- d) None of the above

1.15 A business analysis reviews sales, costs and profit projections for a new product to find out whether they satisfy the firm's _____.

- a) Plans
- b) Requirements
- c) Potential
- d) Objectives

1.16 During product development which group or department develops the product into a physical product?

- a) Production
- b) Research and development
- c) Marketing
- d) None of the above

1.17 Unlike the other 3Ps, price produces _____.

- a) Variable costs
- b) Revenue
- c) Expenses
- d) Fixed costs

1.18 Firms set prices as low as possible in order to become the _____.

- a) Product quality leader
- b) Market share leader
- c) Customer quality leader
- d) Price leader

1.19 Which of the following is an external factor that affects pricing decisions?

- a) Competition
- b) Employee salaries
- c) Production funds
- d) Industrial loopholes

- 1.20 What is a major advantage of product bundle pricing?
- a) It can promote the sales of products consumers might not buy.
 - b) It offers consumers more value for money
 - c) It provides a more complete product experience for consumers
 - d) All of the above
- 1.21 A partnership of suppliers, distributors and customers designed to improve the performance of the entire system is referred to as _____.
- a) Supply chain
 - b) Channel of distribution
 - c) Value delivery network
 - d) Demand chain
- 1.22 Intermediaries create greater efficiency in making products available to target markets through their contacts, experience, specialisation and _____.
- a) Financial support
 - b) Fast service
 - c) Employee relations
 - d) Scale of operation
- 1.23 Retailers that carry narrow product lines with deep assortments within those lines are known as _____.
- a) Chain stores
 - b) Convenience stores
 - c) Specialty stores
 - d) Discount stores

1.24 Firms often make use of short-term incentives to encourage the purchase or sale of a product or service called _____.

- a) Direct marketing
- b) Sales promotions
- c) Personal selling
- d) Public relations

1.25 _____ are specific tasks to be accomplished with a specific target audience during a specific time period.

- a) Advertising objectives
- b) Advertising budgets
- c) Advertising strategies
- d) Advertising campaigns

QUESTION 2

(15 Marks)

Buyers in any market differ in their wants, resources, locations, buying attitudes, and buying practices. Through market segmentation, companies divide large markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs. Name and explain the **FOUR (4)** major variables that might be used in segmenting consumer markets.

QUESTION 3

(10 Marks)

Critically discuss **TWO (2)** ways in which retailers use omni-channel retailing to meet the cross-channel shopping behaviour of today's digitally connected consumers. Use relevant examples to support your answer.

QUESTION 4**(15 Marks)**

The goal of the personal selling process is to get new customers and obtain orders from them. With relevant examples, name and explain the **SEVEN (7)** steps in the personal selling process.

QUESTION 5**(10 Marks)**

Integrated marketing communications is the integration of a company's communication channels to deliver a clear, consistent, and compelling message about the organisation and its brands. Outline and discuss the **FIVE (5)** steps in developing effective marketing communication.

END OF EXAMINATION QUESTION PAPER

NB! DETACH AND INSERT INTO YOUR ANSWER BOOKLET

Student no. _____

Mode of Study: _____

Lecturer's Name: _____

QUESTION 1: MULTIPLE CHOICE

[2 x 25 = 50 Marks]

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