



NAMIBIA  
UNIVERSITY  
OF SCIENCE AND  
TECHNOLOGY

**HP-GSB**  
HAROLD PUPKEWITZ  
Graduate School of Business

FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

<b>QUALIFICATION:</b> DIPLOMA IN BUSINESS PROCESS MANAGEMENT	
<b>QUALIFICATION CODE:</b> 06DBPM	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> IME511C	<b>COURSE NAME:</b> INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
<b>SESSION:</b> NOVEMBER 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
<b>EXAMINER(S)</b>	Dr. Gloria Veindira Karita
<b>MODERATOR:</b>	Professor Maxwell Chufama

INSTRUCTIONS
<ol style="list-style-type: none"><li>1. This paper consists of SIX (6) questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Write as legible as possible, and as precise as possible</li><li>4. Read each question carefully</li><li>5. Allocate your time appropriately</li></ol>

#### PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

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

**QUESTION 1****(20 marks)**

Define the following marketing terms:

- 1.1 Marketing myopia
- 1.2 Exchange
- 1.3 market
- 1.4 Marketing management
- 1.5 Market segmentation
- 1.6 The value proposition
- 1.7 Customer equity
- 1.8 Gaining insights
- 1.9 Secondary data
- 1.10 Observational research:

**QUESTION 2****(20 marks)**

A public is any group that has an actual or potential interest in or impact on an organisation's ability to achieve its objectives. Name and discuss six of these publics using practical examples.

**QUESTION 3****(20 marks)**

Consumers have both **traditional rights** and **additional rights** advocated by consumer groups.

- (a) List and briefly explain the THREE (3) traditional buyers' rights. 10 MARKS...
- (b) List and briefly explain any THREE (3) additional consumer rights advocated by consumer advocates. ? 10 MARKS

**QUESTION 4****(20 marks)**

Identify and explain the FIVE (5) characteristics that influence the rate of adoption of innovations.

Give ONE (1) relevant example for each characteristic.

**QUESTION 5****(10 marks)**

A good Marketing Information System balances users' information desires against what they need and what is feasible to offer. There are three (3) key sources of marketing information. Use relevant examples and discuss these THREE (3) sources.

**QUESTION 6****(10 marks)**

Consumers display different types of buying behaviour depending on their level of involvement and perceived brand differences. Define the following FOUR (4) types of buying behaviour and give ONE (1) relevant product example for each:

1. Complex buying behaviour
2. Dissonance-reducing buying behaviour
3. Habitual buying behaviour
4. Variety-seeking buying behaviour

**END OF SECOND OPPORTUNITY EXAMINATION PAPER**