



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING, BACHELOR OF SPORTS MANAGEMENT, BACHELOR OF TRANSPORT MANAGEMENT, BACHELOR OF PROCUREMENT	
QUALIFICATION CODE: 07BSMN	LEVEL: 5
COURSE CODE: FOM511S	COURSE NAME: FUNDAMENTALS OF MARKETING
SESSION: JULY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER

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INSTRUCTIONS

1. This paper comprises **FOUR (4)** Sections.
2. Answer **ALL FOUR (4)** Sections.
3. Read all the questions carefully before answering.
4. Marks for each question are indicated at the end of each question
5. Write clearly and neatly.
6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 4 PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE QUESTIONS

(20 MARKS)

1. Which of the following best defines a need in marketing?
 - A) A desire for luxury
 - B) A basic human requirement like food and clothing
 - C) A brand preference
 - D) A financial asset

2. What is the core benefit of a product?
 - A) The brand logo
 - B) The fundamental service or value it provides
 - C) The packaging design
 - D) The resale value

3. Which of the following is a feature of services?
 - A) Tangibility
 - B) Storability
 - C) Inseparability
 - D) Durability

4. Which method is best for qualitative research in Namibia?
 - A) Online polls
 - B) Random sampling
 - C) Focus groups
 - D) Graphing data

5. What is the psychographic segmentation used for?
 - A) Dividing markets by religion
 - B) Dividing markets based on lifestyle and personality
 - C) Dividing markets by income
 - D) Dividing markets by location

6. What is an example of a differentiated marketing strategy?
 - A) Offering one product to everyone
 - B) Creating different versions for different groups
 - C) Selling in only one town
 - D) Cutting prices on all items

7. Which of the following best describes brand equity?
- A) The number of employees
 - B) The cost of a brand
 - C) The value of a brand in the customer's mind
 - D) The colour of the logo
8. Which of the following is a macro environmental force?
- A) Distributors
 - B) Technology trends
 - C) Retailers
 - D) Product features
9. Which of the following would be considered an unsought product in Namibia?
- A) Soft drinks
 - B) T-shirts
 - C) Life insurance
 - D) Mobile phones
10. What does the service-profit chain emphasise?
- A) Lowering costs only
 - B) Advertising to everyone
 - C) Internal service leads to customer satisfaction and profits
 - D) Outsourcing employees

SECTION B: TRUE OR FALSE

(10 MARKS)

1. A customer need is created by advertising.
2. Behavioural segmentation can include user status and usage rate.
3. The physical environment does not affect service delivery.
4. Market intelligence only uses data from internal company sources.
5. Customer satisfaction has no link to long-term profitability.

SECTION C: SHORT ANSWERS

(30 MARKS)

1. Explain the difference between "needs", "wants", and "demands". **(6 marks)**

2. Name and explain any three types of market segmentation. **(6 marks)**

3. State three reasons why marketing research is important for businesses in Namibia. **(6 marks)**

4. Identify and explain any three characteristics of services. **(6 marks)**

5. Give three examples of unethical marketing practices and explain why they are wrong. **(6 marks)**

SECTION D: LONG ANSWER QUESTIONS

(40 MARKS)

1. Discuss the role and importance of environmental scanning in marketing. Use examples from Namibia. **(20 marks)**

2. Explain the STP model (Segmentation, Targeting, Positioning) and apply it to a business of your choice in Namibia. **(20 marks)**

TOTAL MARKS: 100

END OF EXAMINATION