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UNIVERSITY
OF SCIENCE AND
TECHNOLOGY

HP-GSB
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Graduate School of Business

FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

QUALIFICATION CODE: CATS 2	LEVEL: 5
COURSE CODE IME511C	COURSE NAME: INTRO. TO MARKETING & ITS ENVIRONMENT
DATE: NOVEMBER 2023	MODE: PT
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION

EXAMINER(S)	Mr. John-Grafft Ndungaua
MODERATOR:	Dr Gloria V. Karita

INSTRUCTIONS

1. THIS PAPER CONSISTS OF 6 QUESTIONS
2. ANSWER ALL THE QUESTIONS
3. USE THE TABLES PROVIDED ON PAGE [7] TO ANSWER QUESTION 1 AND 2 RESPECTIVELY: DETACH AND INSERT INTO YOUR EXAMINATION ANSWERS' BOOKLET
4. WRITE AS LEGIBLE AS POSSIBLE, AND AS PRECISE AS POSSIBLE
5. READ EACH QUESTION CAREFULLY
6. ALLOCATE YOUR TIME APPROPRIATELY

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 7 PAGES (INCLUDING THIS FRONT PAGE)

QUESTION 1

[15 marks]

Answer the following Multiple-Choice Questions on the answer sheet provided on page 7, detach, and insert it in your exam book with your name and student number written on it.

1.1 McDonald's has implemented a strategy called 'Plan to Win,' encompassing the addition of diverse food options, the elimination of unhealthy trans fats, a comprehensive education campaign, and initiatives to address environmental concerns. This strategy aligns best with which marketing concept?

- a) Consumer-oriented business concepts
- b) Sustainable marketing concept
- c) Marketing concept
- d) Societal marketing concept
- e) Societal sustainability concept

1.2 Which step of the marketing process lets the company reap the rewards of its strong customer relationships?

- a) Building customer relationships.
- b) Understanding the marketplace and customer needs.
- c) Capturing value from customers.
- d) Designing a customer-driven marketing strategy.

1.3 When backed by buying power, wants become _____.

- a) benefits
- b) offerings
- c) needs
- d) demands

1.4 Which of the following is a result of the recent Great Recession?

- a) Reduced regulatory intervention.
- b) Move toward frugality.
- c) Increased spending on technology
- d) Growth of societal marketing

1.5 Which group of customers are referred to as "barnacles"?

- a) Those who are highly loyal but not very profitable.
- b) Those who are both profitable and loyal.
- c) Those who are potentially profitable but not loyal.
- d) Those who show low potential profitability and little projected loyalty.

1.6 What is customer equity?

- a) The total combined customer lifetime values of all the company's current and potential customers.
- b) The present value of the future cash flows attributed to the customer relationship.
- c) The difference between what a customer gets from a product, and what he or she must give to get it.
- d) Customer's perceived opinion of a product's value to him or her.

1.7 Which of the following depends on the product's perceived performance relative to a buyer's expectations?

- a) Customer-generated marketing
- b) Customer-managed relationships
- c) Customer-perceived value
- d) Customer satisfaction

1.8 Which is the first step in the marketing process?

- a) Designing a customer-driven marketing strategy.
- b) Preparing an integrated marketing plan and program.
- c) Understanding the marketplace and customer needs.
- d) Building customer relationships.

1.9 The _____ concept questions whether the pure marketing concept overlooks possible conflicts between consumer short-run wants and consumer long-run welfare.

- a) responsibility marketing
- b) societal marketing
- c) selling
- d) product

1.10 What is market penetration?

- a) Making more sales without changing the original product.
- b) Identifying and developing new markets for current products.
- c) Offering modified or new products to current markets.
- d) Starting up or buying businesses beyond current products and markets.

1.11 Which of the following involves evaluating each market segment's attractiveness and selecting one or more segments to enter?

- a) Market segmentation
- b) Market positioning
- c) Market targeting

d) Market differentiation

1.12 Which of the following Cs best describes the 'Place' component of the four Ps concept?

- a) Customer solution
- b) Convenience
- c) Communication
- d) Customer cost

1.13 _____ markets buy goods and services for further processing or for use in their production processes.

- a) Consumer
- b) Business
- c) Reseller
- d) Government

1.14 Which of the following is part of a company's microenvironment?

- a) Technological factors
- b) Marketing intermediaries
- c) Demographic environment
- d) Cultural factors

1.15 Which of the following generational groups is characterized by utter fluency and comfort with digital technology?

- a) Baby boomers
- b) Generation X
- c) Late bloomers
- d) Millennials

QUESTION 2

Answer the TRUE or FALSE questions on the answer sheet provided here on page 7, detach, and insert it in your exam book with your name and student number written on it. [15 marks]

2.1. Marketing involves creating value for customers and establishing strong customer relationships to capture value in return.

2.2 Marketing is solely about capturing value from customers without providing value in return.

2.3 Market offerings can include a combination of products, services, information, or experiences designed to fulfill a market's needs or wants.

2.4 Marketing myopia involves concentrating solely on current desires and overlooking the fundamental needs of consumers.

2.5 Fresh and deep insights into customer needs and wants are easy to obtain and often obvious.

2.6 Customer behavior is always clear and certain, making it easy to derive meaningful insights.

2.7 The Marketing Information System involves the systematic collection, analysis, and dissemination of market information solely from external sources.

2.8 The Marketing Information System encompasses the regular and continuous collection, analysis, interpretation, and storage of market information from both internal and external sources to aid marketers.

2.9 Consumer behavior encompasses the study of consumers' processes in choosing and using products and services, excluding their emotional and mental responses.

2.10 Consumer behavior includes the study of consumers' emotional, mental, and behavioral responses in addition to their choices, usage, and disposal of products and services.

2.11 Personal factors, such as demographics, have no influence on an individual's interests and opinions.

2.12 Psychological factors, including perceptions and attitudes, play a significant role in determining an individual's response to a marketing message.

2.13 The marketing environment only encompasses internal factors that affect marketing management's ability to build successful relationships with target customers.

2.14 The marketing environment comprises both actors and forces external to marketing, which impact marketing management's efforts in establishing and sustaining successful relationships with target customers.

2.15 The macroenvironment refers to smaller societal forces that influence the micro-environment in marketing.

QUESTION 3

Discuss all stages of the Marketing Process, presenting relevant examples and ensuring the correct chronological sequence. **(10 marks)**

QUESTION 4

Define six distinct categories of publics and analyze their influence on a company's capacity to attain its predetermined objectives.

(20 marks)

Question 5

(20 marks)

Briefly explain the following terms:

1. The Microenvironment **(2 marks)**
2. Market Segmentation **(2 marks)**
3. Market Positioning **(2 marks)**
4. Societal Marketing Concept **(2 marks)**
5. Marketing **(2 marks)**
6. Needs **(2 marks)**
7. Demands **(2 marks)**
8. Wants **(2 marks)**
9. Market offerings **(2 marks)**
10. Marketing Myopia **(2 marks)**

QUESTION 6

(20 marks)

Marketing orientation, also known as marketing concept or marketing philosophy, is a business approach that guides companies in how they view and interact with the market and customers. These orientations vary in their focus and are essential in determining a company's strategies, decision-making, and overall business culture.

From the above list and explain the different marketing orientation or philosophies.

END OF 1ST OPPORTUNITY EXAINATION PAPER

Question 1 answer sheet – detach and insert in your examination answers’ booklet.
[15 marks]

	A	B	C	D
1.1				
1.2				
1.3				
1.4				
1.5				
1.6				
1.7				
1.8				
1.9				
1.10				
1.11				
1.12				
1.13				
1.14				
1.15				

Question 2 answer sheet – detach and insert in your examination answers’ booklet.
[15 marks]

[10 Marks]	<u>True</u>	<u>False</u>
2.1		
2.2		
2.3		
2.4		
2.5		
2.6		
2.7		
2.8		
2.9		
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