



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING AND OTHERS	
<b>QUALIFICATION CODE:</b> 07BMAK	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> IME511S	<b>COURSE NAME:</b> INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
<b>SESSION:</b> JUNE 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS CHERLEY DU PLESSIS (FT) MS LYDIA HEELU (PT, DI)
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<b>INSTRUCTIONS</b>	
1.	Make sure your name and surname, and student number appear on the answer script.
2.	Answer <b>all</b> questions.
3.	Number your answers correctly and read the questions carefully before answering.
4.	Please ensure that your writing is legible, neat and presentable.

**THIS QUESTION PAPER CONSISTS OF 06 PAGES (Including this front page)**

Answer **ALL** the questions in the examination book provided. Each question only has ONE correct answer. Two marks shall be awarded for each correct answer.

**QUESTION 1**

- 1.1 The \_\_\_\_\_ environment consists of factors that affect consumer purchasing power and spending patterns.
- a) Social-cultural
  - b) Political-legal
  - c) Technological
  - d) Economic
- 1.2 Most large firms research \_\_\_\_\_ to find out what consumers buy, where they buy, how much they buy, when they buy, and why they buy.
- a) Market behaviour decisions
  - b) Permanent customer relationships
  - c) Consumer buying behaviour
  - d) Social interactions
- 1.3 An \_\_\_\_\_ consists of people, equipment and procedures to gather sort, analyse, evaluate and distribute information to marketing decision makers.
- a) Marketing Information System
  - b) Marketing Testing System
  - c) Customer Relationship System
  - d) Customer Information Testing
- 1.4 Marketing \_\_\_\_\_ is the mistake of paying more attention to the specific products a company offers than to the benefits and experiences produced by these products.
- a) Personality
  - b) Experience
  - c) Process
  - d) Myopia
- 1.5 In markets with few customers and high margins, sellers want to create \_\_\_\_\_ with the key customers.
- a) Basic partnerships
  - b) Full partnerships
  - c) Solo partnerships
  - d) Gatekeeper partnerships

- 1.6 \_\_\_\_\_ refers to marketing aimed to reduce demand temporarily or permanently; the aim is not to destroy demand but to reduce or shift it.
- a) Marketing myopia
  - b) Innovative marketing
  - c) Demarketing
  - d) Centralised marketing
- 1.7 \_\_\_\_\_ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.
- a) Opinion leaders
  - b) Social networkers
  - c) Stealth marketers
  - d) Habitual buyers
- 1.8 A social group consist of two or more people who interact to accomplish individual or mutual goals. Many small groups influence a person's behaviour. Groups that have a direct influence and to which a person belongs are called \_\_\_\_\_.
- a) Aspirational groups
  - b) Lifestyle groups
  - c) Membership groups
  - d) Reference groups
- 1.9 Before deciding whether to operate internationally, a firm must thoroughly understand the \_\_\_\_\_.
- a) International aspirational environment
  - b) Internal management environment
  - c) International marketing environment
  - d) None of the above
- 1.10 The set of benefits or values a company promises to deliver to customers to satisfy their needs is called the \_\_\_\_\_.
- a) Direct proposition
  - b) Value proposition
  - c) Integrated marketing proposition
  - d) Competitive proposition
- 1.11 A radio station that carries news, features, and editorial opinions about your area is which type of public?
- a) Financial
  - b) Citizen-action
  - c) Government
  - d) Media

- 1.12 \_\_\_\_\_ refers to the process of working closely with partners in other departments of the firm to form an effective value chain that serves the customer, as well as partnering effectively with other firms in the marketing system to form a competitively superior value-delivery network.
- a) Partner relationship management
  - b) Customer relationship management
  - c) Value delivery network
  - d) Value chain
- 1.13 \_\_\_\_\_ is the arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of the target consumer.
- a) Market segmentation
  - b) Market positioning
  - c) Market targeting
  - d) Product assortment
- 1.14 What is a reason why global markets are hard to deal with?
- a) Managers deal with strange currency.
  - b) Managers face political uncertainties.
  - c) Managers must adapt their products to different customer needs and expectations.
  - d) All of the above
- 1.15 \_\_\_\_\_ is the systematic monitoring, collection, and analysis of publicly available information.
- a) Marketing research
  - b) Causal research
  - c) Marketing intelligence
  - d) Online databases
- 1.16 Producers follow a programme of \_\_\_\_\_, causing their products to become obsolete before they actually need replacement.
- a) Credibility obsolescence
  - b) Demand obsolescence
  - c) Planned obsolescence
  - d) Replacement obsolescence
- 1.17 \_\_\_\_\_ publics refers to consumer organisations, environment groups, and minority groups.
- a) Local
  - b) Citizen-action
  - c) General
  - d) Internal

- 1.18 Business legislation has been created for three basic reasons: to protect firms from one another, to protect the interests of society, and to \_\_\_\_\_.
- a) Protect consumers
  - b) Protect and regulate price
  - c) Protect world trade
  - d) Regulate government policies
- 1.19 The \_\_\_\_\_ consists of the actors close to the firm that affect its ability to serve its customers: in other words the firm, suppliers, marketing intermediaries, customer markets, competitors and publics
- a) Value environment
  - b) Macro-environment
  - c) Micro-environment
  - d) External market environment
- 1.20 \_\_\_\_\_ is the tendency to remember good points made about a brand a consumer favors and forgetting the good points about competing brands.
- a) Selective detention
  - b) Selective attention
  - c) Selective retention
  - d) Selective distortion

**STRUCTURED QUESTIONS**

**[60 MARKS]**

Answer **ALL** the questions in the examination book provided.

**QUESTION 2**

**(3x4 = 12 marks)**

Differentiate between the following marketing terms:

- |     |  |           |
|-----|--|-----------|
| 2.1 | Subsistence economies and industrial economies | (4 marks) |
| 2.2 | Indirect exporting and direct investment       | (4 marks) |
| 2.3 | Consumerism and environmentalism               | (4 marks) |

**QUESTION 3****(4x2 = 8 marks)**

Match the concepts in Column A to the explanation in Column B.

	<b>COLUMN A</b>		<b>COLUMN B</b>
<b>3.1</b>	Complex buying behaviour	<b>A</b>	Refers to consumer buying behavior in situations characterised by high involvement but few perceived differences among brands.
<b>3.2</b>	Dissonance-reducing buying behaviour	<b>B</b>	Consumers undertake this type of buying behavior in situations characterised by low consumer involvement but significant perceived brand differences.
<b>3.3</b>	Habitual buying behaviour	<b>C</b>	Consumers undertake this type of buying behavior when they are highly involved in a purchase and perceive significant differences among brands.
<b>3.4</b>	Variety-seeking buying behaviour	<b>D</b>	Occurs under conditions of low consumer involvement and little significant brand difference.

**QUESTION 4****(12 marks)**

Joint venturing is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task. Name and explain the **FOUR (4)** approaches to entering international markets through joint venturing. Give practical examples in each case to support your answers.

**QUESTION 5****(6 marks)**

Briefly explain the difference between deceptive pricing, deceptive promotion and deceptive packaging. Give practical examples in each case to support your answers.

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

Briefly name and explain, in order of priority, each of the **FIVE (5)** stages of Abraham Maslow's Hierarchy of Needs. Use examples to illustrate each level.

**QUESTION 7****(12 marks)**

The adoption process is the mental process that consumers go through from the first time they learn about a new product until they reach the decision to become a regular user of the product. Name and discuss the **FIVE (5)** stages in the adoption process and provide relevant examples to support your answer.

**END OF FIRST OPPORTUNITY EXAMINATION QUESTION PAPER**