



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

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

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS CHERLEY DU PLESSIS (FT) MS LYDIA HEELU (PT, DI)
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INSTRUCTIONS
<ol style="list-style-type: none">1. Make sure your name and surname, and student number appear on the answer script.2. Answer all questions.3. Number your answers correctly and read the questions carefully before answering.4. Please ensure that your writing is legible, neat and presentable.5.

THIS QUESTION PAPER CONSISTS OF 7 PAGES (Including this front page)

MULTIPLE CHOICE QUESTIONS

(2 x 20 = 40 marks)

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 A(n) _____ is a set of actual and potential buyers of a product or service.
- a) market
 - b) control group
 - c) subsidiary
 - d) focus group
- 1.2 The actual and potential buyers in a market share which of the following characteristics?
- a) They have little influence over marketers.
 - b) They share a particular need and or want.
 - c) They do not engage in marketing.
 - d) They rely **ONLY** on their friends and family to provide product information.
- 1.3 Dividing the market into various groups of customers that a company may serve is called _____.
- a) market segmentation
 - b) positioning
 - c) customisation
 - d) target marketing
- 1.4 The final step in the marketing process is _____.
- a) understanding the marketplace
 - b) creating customer delight
 - c) creating customer lifetime value
 - d) capturing value from customers
- 1.5 Building and maintaining profitable customer relationships by delivering superior customer value and satisfaction is called _____.
- a) customer lifetime value
 - b) customer-perceived value
 - c) customer relationship management
 - d) partner relationship management

- 1.6 Which of the following refers to the total combined customer lifetime value of all of the company's current and potential customers?
- a) share of customer
 - b) marketing mix
 - c) customer equity
 - d) target market
- 1.7 In organising their international marketing activities, where do most companies start?
- a) By becoming a global organisation
 - b) By organising an export department
 - c) By joining an economic community
 - d) By creating international divisions
- 1.8 Which type of industrial structure offers the fewest marketing opportunities?
- a) Industrial economies
 - b) Emerging economies
 - c) Raw material exporting economies
 - d) Subsistence economies
- 1.9 Industrialising economies are also known as _____ economies.
- a) emerging
 - b) raw material exporting
 - c) totalitarian
 - d) subsistence
- 1.10 Which of the following is a political and legal factor that a company should consider before deciding to enter a new country?
- a) Monetary and trade regulations
 - b) Competition
 - c) Demand
 - d) The currency of the country

- 1.11 GigaTalk, a U.S.-based computer manufacturing company, found that Japanese commuters had difficulty using standard laptops on crowded rush-hour trains because, while standing, commuters cannot use their laptops. So GigaTalk created a standing computer. This computer includes a touch screen and a small keyboard that can be used while standing or on the move. This is an example of _____.
- a) straight product extension
 - b) standardised global marketing
 - c) product adaptation
 - d) communication adaptation
- 1.12 Nike inadvertently offended Chinese officials when it ran a television ad featuring LeBron James crushing a number of revered Chinese figures in a kung fu-themed ad. As a result, Nike had to release a formal apology. This is an example of the impact of _____ on marketing strategy.
- a) political stability
 - b) culture
 - c) level of industrialisation
 - d) income distribution
- 1.13 Forces and events in the buyer's environment enter the buyer's black box, where they are turned into a set of buyer responses. These buyer responses include _____.
- a) brand choice, purchase location and timing, and brand engagement and relationship behaviour.
 - b) the buyer's attitudes and preferences and the buyer's decision process and purchase behaviour.
 - c) the buyer's decision process and the buyer's characteristics.
 - d) the buyer's attitudes and preferences, purchase behaviour, and marketing stimuli.
- 1.14 What determines whether a buyer is satisfied or dissatisfied with a purchase?
- a) The amount of information gathered in the decision process.
 - b) Whether or not the buyer experienced cognitive dissonance.
 - c) The number of alternatives considered in the purchase decision.
 - d) The relationship between the consumer's expectations and the product's perceived performance.
- 1.15 Consumer purchases are influenced strongly by characteristics that marketers cannot control but must take into account, including cultural, social, psychological, and _____ characteristics.
- a) employee
 - b) professional
 - c) medical
 - d) personal

- 1.16 Facebook, Snapchat and LinkedIn are all examples of _____.
- a) brand alliances
 - b) opinion leaders
 - c) social networks
 - d) early adopters
- 1.17 _____ requires that the company continuously seek real product and marketing improvements.
- a) Customer value marketing
 - b) Sense-of-mission marketing
 - c) Innovative marketing
 - d) Consumer-oriented marketing
- 1.18 Consumers might receive an email, supposedly from their bank or credit card company, saying that their account's security has been compromised. The sender asks them to log on to a provided Web address and confirm their account and other personal information and then steals this private information. This is a fraudulent practice called _____.
- a) spamming
 - b) telemarketing
 - c) infomercials
 - d) phishing
- 1.19 Online marketing involves marketing via the internet using company websites, e-mail blogs, and _____.
- a) direct mail brochures
 - b) online videos
 - c) samples
 - d) live demonstrations
- 1.20 A(n) _____ is designed to present brand content that engages consumers and creates a customer-brand community.
- a) podcast
 - b) branded community website
 - c) search engine
 - d) digital catalogue

STRUCTURED QUESTIONS**[60 MARKS]**Answer **ALL** the questions in the examination book provided.**QUESTION 2****(5x2 = 10 marks)**

Define the following terms from a marketing perspective:

- 2.1 Market positioning (2 marks)
- 2.2 Forecasting (2 marks)
- 2.3 Direct Investment (2 marks)
- 2.4 Consumer Behaviour (2 marks)
- 2.5 Deceptive Packaging (2 marks)

QUESTION 3**(5x1 = 5 marks)**

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

	Column A		Column B
3.1	Production concept	A	This concept is the idea that a company should make good marketing decisions by considering consumers' wants, the company's requirements, consumers' long-term interests, and society's long-run interests
3.2	Product concept	B	This concept is the idea that achieving organisational goals depends on knowing the needs and wants of the target markets and delivering the desired satisfactions better than competitors do
3.3	Selling concept	C	This concept is the idea that consumers will favour products that offer the most quality, performance, and features. Organisations should, therefore, devote their energy to making continuous product improvements
3.4	Marketing concept	D	This concept is the idea that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort
3.5	Societal marketing concept	E	This concept is the idea that consumers will favour products that are available or highly affordable

QUESTION 4

(3 marks)

List ANY **three (3)** of the seven (7) Cs of effective website design.

QUESTION 5

(5 marks)

The buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, the purchase decision, and post purchase behavior. Discuss the **two (2)** different types of need recognition triggers in the buyer decision-making process? Provide examples to support your answer.

QUESTION 6

(10 marks)

Name and briefly describe the **five (5)** characteristics that are especially important in influencing an innovation's rate of adoption.

QUESTION 7

(12 marks)

Briefly explain the difference between online marketing, social media marketing and mobile marketing. Give practical examples in each case to support your answers.

QUESTION 8

(15 marks)

Describe the strategic importance of each of the **five (5) steps** of the marketing process in achieving business objectives and creating customer value.

END OF SECOND OPPORTUNITY EXAMINATION QUESTION PAPER