



**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: JUNE 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">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 question5. Write clearly and neatly.6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 5 PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE QUESTIONS

(20 MARKS)

1. What is the core purpose of marketing?
 - A) Increasing production
 - B) Advertising frequently
 - C) Satisfying customer needs profitably
 - D) Controlling prices

2. Which of the following is NOT part of the extended marketing mix (7Ps)?
 - A) People
 - B) Process
 - C) Profit
 - D) Physical Evidence

3. Which type of segmentation is based on location?
 - A) Geographic
 - B) Behavioural
 - C) Psychographic
 - D) Demographic

4. Which of the following is a macro-environmental factor in Namibia?
 - A) Suppliers
 - B) Inflation Rate
 - C) Competitors
 - D) Distributors

5. Which of the following best describes "perishability" in service marketing?
 - A) Products expire after use
 - B) Services cannot be stored for later use
 - C) People do not enjoy services
 - D) Services are always available

6. Which element of the marketing mix includes branding and packaging?
- A) Price
 - B) Place
 - C) Product
 - D) Promotion
7. The process of dividing a market into distinct groups is called:
- A) Positioning
 - B) Segmentation
 - C) Branding
 - D) Pricing
8. Which of the following is a primary data collection method?
- A) Google search
 - B) Focus group
 - C) Internet articles
 - D) Newspaper reports
9. What is an example of a psychographic segmentation?
- A) Gender
 - B) Age
 - C) Lifestyle
 - D) Region
10. Which of the following best describes a target market?
- A) Random group of customers
 - B) A specific group a company chooses to serve
 - C) Employees of a business
 - D) A country's economy

SECTION B: TRUE OR FALSE

(10 MARKS)

1. Marketing is only about selling goods and services.
2. A customer's attitude influences buying behaviour.
3. Inseparability in services means the service can be separated from the provider.
4. Environmental scanning is useful for understanding competitors only.
5. A strong brand is part of a product's augmented value.

SECTION C: SHORT ANSWERS (30 MARKS)

1. Define marketing and explain two of its key functions. **(5 marks)**
2. Identify and describe the 4 types of consumer buying behaviour. **(8 marks)**
3. List three macro-environmental forces that affect marketing decisions in Namibia. **(6 marks)**
4. What is the purpose of market research? Provide an example from Namibia. **(5 marks)**
5. State and explain any three ethical issues in marketing. **(6 marks)**

SECTION D: LONG ANSWER QUESTIONS

(40 MARKS)

1. Explain the 7Ps of the Marketing Mix and apply each to a Namibian service (e.g., Intercape, Pupkewitz Toyota, or MTC). **(20 marks)**
2. Describe the marketing research process and explain how a Namibian business could use it to launch a new product. **(20 marks)**

TOTAL MARKS: 100

END OF EXAMINATION