



FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

QUALIFICATION: DIPLOMA IN BUSINESS PROCESS MANAGEMENT	
QUALIFICATION CODE: 06DBPM	LEVEL: 6
COURSE CODE: IME511C	COURSE NAME: INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Mr John-Grafft Ndungaua

INSTRUCTIONS	
	<ol style="list-style-type: none">1. This paper consists of FIVE (5) questions2. Answer ALL questions3. Use the table provided on page [8] to answer Question 1: Detach and insert into your answer booklet4. Write as legible as possible, and as precise as possible5. Read each question carefully6. Allocate your time appropriately

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 8 PAGES (Including this front page)

QUESTION 1

[2 x 25 = 50 Marks]

Multiple choice questions

Choose the correct answer and use the table provided on [page 8] to answer these questions, detach and insert it into your answer booklet. 2 marks shall be awarded for each correct answer.

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

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

1.2 Which of the following groups include neighbourhood residents and community organisations?

- a) Local publics
- b) Internal publics
- c) General publics
- d) Citizen-action publics

1.3 To exercise their social responsibility and build more positive images, many companies are now linking themselves to _____ marketing.

- a) viral
- b) cause-related
- c) responsive
- d) consumer-generated

1.4 Suppliers and marketing intermediaries are part of a company's _____.

- a) internal environment
- b) demographic environment
- c) marketing channel firms
- d) publics

1.5 The _____ environment consists of institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors.

- a) political
- b) natural

- c) cultural
- d) social

1.6 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

1.7 _____ concept holds that consumers will favour products that are available and highly affordable.

- a) Product
- b) Selling
- c) Marketing
- d) Production

1.8 In a marketing information system, the first step is _____.

- a) distributing data to managers
- b) forming focus groups
- c) developing the needed information
- d) assessing users' information needs

1.9 _____ are electronic collections of consumer and market information obtained from data sources within a company's network.

- a) Internal databases
- b) Commercial online databases
- c) Data aggregators
- d) Secondary databases

1.10 When backed by buying power, wants become _____.

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

1.11 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.

1.12 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

1.13 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.

1.14 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

1.15 With mature consumerism and environmentalism movements, marketers are called to develop _____.

- a) consumer-generated marketing
- b) sustainable marketing practices
- c) customer-managed relationships
- d) selling oriented practices

1.16 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

1.17 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

1.18 In a SWOT analysis, which of the following will be categorised as opportunities for a company?

- a) Internal capabilities, resources, and positive situational factors
- b) New technologies being developed by the research team
- c) Internal limitations and negative situational factors
- d) Favorable factors or trends in the external environment

1.19 The systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketplace is referred to as _____.

- a) business intelligence
- b) marketing research
- c) marketing intelligence
- d) industrial espionage

1.20 The marketing research process includes four steps. The final step of this process is _____.

- a) defining the problem and research objectives
- b) interpreting and reporting the findings
- c) developing the research plan
- d) implementing the research plan

1.21 The objective of _____ research methodology is to gather preliminary information that will help define the problem and suggest hypotheses.

- a) causal
- b) quantitative

- c) descriptive
- d) exploratory

1.22 Which of the following would a marketer use to collect large amounts of information at a low cost per respondent?

- a) Personal interviews
- b) Mail questionnaires
- c) Focus groups
- d) Approach interviews

1.23 Which of the following would a marketer use to collect information quickly and allow for flexible answers?

- a) Telephone interviews
- b) Mail questionnaires
- c) Focus groups
- d) Approach interviews

1.24 Which of the following would be a fast and low-cost method for an interviewer trying to reach the teen market?

- a) Personal interviews
- b) Mail questionnaires
- c) Focus groups
- d) Online surveys

1.25 Which of the following is part of the economic environment?

- a) Legislation
- b) Social responsibility
- c) Income distribution
- d) Shifting family profiles

QUESTION 2

(20 marks)

The marketing mix includes a set of tools, commonly referred to as the 7 Ps, that a company uses to execute its marketing strategy. Discuss with relevant examples, how organisations can manage these elements effectively to achieve their marketing goals and objectives - provide practical examples.

QUESTION 3**(15 marks)**

A public is any group that has an actual or potential interest in or impact on an organisation's ability to achieve its objectives. Name and discuss any five of these publics using practical examples.

QUESTION 4**(10 marks)**

Non-probability samples are sampling techniques where the chances (probability) of selecting members from the population into the sample are unknown. Define the following non-probability sampling techniques – include examples.

QUESTION 5**(5 marks)**

Over time five alternative concepts have developed under which organisations design and carry out their marketing strategies. List these orientations/concepts.

ANSWER SHEET

QUESTION 1: MULTIPLE CHOICE

[2 x 25 = 50 Marks]

	A	B	C	D
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Student number _____

Mode of study _____

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