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: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr. Gloria Veindira Karita
MODERATOR:	Mr John-Grafft Ndungaua

INSTRUCTIONS
1. This paper consists of **EIGHT (8)** questions
2. Answer **ALL** questions
3. Write as legible as possible, and as precise as possible
4. Read each question carefully
5. Allocate your time appropriately

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

QUESTION 1 (5 MARKS)

In your own words, explain (define) what you understand by marketing – provide relevant examples.

QUESTION 2 (10 marks)

Deceptive practices by marketers may occur in various way. With relevant examples, discuss the three main areas that these practices may occur.

QUESTION 3 (10 marks)

Marketing information system (MIS) is used to assess information needs, develop the needed information, and help decision makers use the information to generate customer and market insights. A good MIS balances users' information desires against what they need and what is feasible to offer. There are three key sources of marketing information – name and discuss them, using relevant examples.

QUESTION 4 (15 mark)

List and discuss five (5) types of customer markets that a company may target.

QUESTION 5 (15 Marks)

Adoption is the mental process through which a consumer passes from first learning about an innovation to final adoption. Discuss each step of the adoption process in relation to any FMCG of your choice.

QUESTION 6 (15 Marks)

With relevant examples, name and discuss 5 business areas (scope) in which marketers can conduct marketing research.

QUESTION 7 (15 marks)

With relevant examples discuss the four main steps of the marketing research process.

QUESTION 8 (15 Marks)

Products can be classified according to their degree of immediate consumer satisfaction and long run consumer benefit. List and explain these classifications.

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