



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA111
COURSE TITLE : PRINCIPLES OF MARKETING
DURATION : 3 Hours
DATE : 26 OCT 2021

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

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Question 1

- (a) Pricing strategies are a crucial tool for attracting and retaining customers. Discuss five pricing strategies available to a marketer. **(15 marks)**
- (b) Demonstrate the importance of the drip theory in advertising a product of your own choice **(10 marks)**

Question 2

Outline the extension marketing strategies that can be employed by a business organisation for a declining product. **(25 marks)**

Question 3

- (a) Give reasons why it is important for marketers to brand their products. **(10 marks)**
- (b) Support the claim that product levels are an important tool to a marketer. **(15 marks)**

Question 4

The product life cycle (PLC) is an important concept in marketing. With an appropriate well labelled diagram discuss this concept. **(25 marks)**

Question 5

- (a) Explain the five attributes for effective market segmentation **(15 marks)**
- (b) What are the reasons put across by marketers for segmenting a large market into homogenous markets? **(10 marks)**

END OF PAPER