



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA111  
**COURSE TITLE** : PRINCIPLES OF MARKETING  
**DURATION** : 3 Hours  
**DATE** : 17 AUG 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

### Question 1

Using specific examples evaluate the importance of five marketing philosophies to organizations of your own choice. **(25 marks)**

### Question 2

Explain the five pricing strategies available in marketing. **(25 marks)**

### Question 3

Discuss why it is important for marketing managers to monitor the macro-environment of their businesses. **(25 marks)**

### Question 4

- a) With reference to a product of your own choice explain the importance of product levels to a marketer. **(10 marks)**
- b) Many of the Fast Moving Goods in Super markets are branded. Outline the importance of product branding in marketing. **(10 marks)**

### Question 5

- a) Fully identify and explain advantages for using the following in developing marketing strategies:
  - I. Segmenting. **(5 marks)**
  - II. Targeting. **(5 marks)**
  - III. Positioning **(5 marks)**
- b) Explain attributes for effective market segmentation. **(10 marks)**

**END OF PAPER**