



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA102
COURSE TITLE : Marketing Management
DURATION : 3 Hours
DATE : **25 September 2020**

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

- a) With the aid of examples define the following terms
- i) Consumer learning (3 marks)
 - ii) Counterfeiting (3 marks)
 - iii) Outbound logistics (3 marks)
 - iv) Strategy (3 marks)
- b) Compare and contrast the following in light of examples.
- i) Divestment and Diversification (5 marks)
 - ii) Counterfeiting and cloning (4 marks)
 - iii) Customer satisfaction and Customer value (4 marks)

(Total 25 marks)

QUESTION 2

Demonstrate how an organization of your own choice can make use of the Dick and Basu (1994) loyalty segmentation model for its own benefit. **(Total 25 marks)**

QUESTION 3

Making use of examples outline the elements of the marketing information system. (25 marks)

(Total 25 marks)

QUESTION 4

Critically examine the applicability of Michael Porter's generic strategies to any Zimbabwean organization of your own choice. **(Total 25 marks)**

QUESTION 5

- a) With the aid of examples briefly describe market follower strategies. (5 marks)
- b) Discuss the applicability of market challenger strategies to any Zimbabwean organization of your own choice. (20 marks)

(Total 25 marks)

END OF PAPER