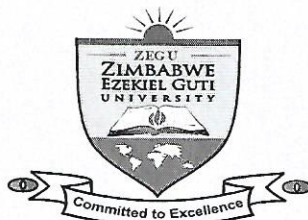


# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

COURSE: MARKETING MANAGEMENT

COURSE CODE: CMA 102

DURATION: 3 HOURS

23 January 2019

### 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**

Discuss the steps in the strategic marketing planning process and any five benefits of a marketing plan. **(Total 25 marks)**

### **Question 2**

- a) In your own understanding explain the term 'online marketing'. **(10 marks)**
- b) Discuss the advantages and disadvantages of online marketing for a community radio station in rural Zimbabwe. **(15 marks)**
- (Total 25 marks)**

### **Question 3**

- a) Define marketing research. **(5 marks)**
- b) Discuss the factors which influence consumer behaviour in the purchase of a good or service? **(20 marks)**
- (Total 25 marks)**

### **Question 4**

Explain how an in-depth understanding of the marketing environment is important in marketing strategy formulation. **(Total 25 marks)**

### **Question 5**

Explain the differences between strategic planning and marketing planning. **(Total 25 marks)**

**END OF PAPER**