



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA101
COURSE TITLE : PRINCIPLES OF MARKETING
DURATION : 3 Hours
DATE : **23 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) Discuss the business and societal roles played by marketing. **(15 marks)**
- (b) As a marketer explain the factors which are considered when pricing products **(10 marks)**

Question 2

Discuss the five promotional elements found in marketing. **(25 marks)**

Question 3

- (a) Explain the importance of product packaging in marketing. **(10 marks)**
- (b) As a marketer what strategies can be employed to extend the life cycle of a product. **(15 marks)**

Question 4

- (a) Explain the four bases for market segmentation. **(8 marks)**
- (b) As a market what the benefits of market segmentation to a business organisation of your own choice. **(17 marks)**

Question 5

- (b) Discus the following factors of consumer behaviour:
- (a) Psychological factors. **(15 marks)**
- (b) Social factors **(10 marks)**

END OF PAPER