



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA102  
COURSE TITLE : MARKETING MANAGEMENT  
DURATION : 3 Hours  
DATE : 29 May 2019

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### Question 1

Clearly outline the evolution of marketing.

[Total 25 marks]

### Question 2

Using the RATER Model of services quality, discuss how customers can be assured of service quality in the banking industry.

[Total 25 marks]

### Question 3

Identify and explain the determinants of consumer behaviour using relevant examples.

[Total 25 marks]

### Question 4

Discuss the benefits and challenges that marketing managers face when using integrated marketing communications.

[Total 25 marks]

### Question 5

a. With the aid of examples, define the following terms:

- i. Gatekeepers
- ii. Organisational buyer behaviour
- iii. Selective distribution
- iv. Perishability
- v. Marketing intelligence

(10 marks)

b. Giving examples, describe the characteristics of a good marketing objective.

(15 marks)

[Total 25 marks]