



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 : 28 May 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

Question 1

Using relevant examples explain the importance of macro-environmental monitoring in marketing. **(Total 25 marks)**

Question 2

- a) Explain the five attributes for effective market segmentation in marketing. **(10 marks)**
 - b) Explain why a marketer may segment his or her market. **(15 marks)**
- (Total 25 marks)**

Question 3

Explain the following marketing philosophies found in marketing and their importance to society and to business organizations of your own choice.

- (a) The product philosophy **(8 marks)**
- (b) Production philosophy **(7 marks)**
- (c) The marketing philosophy **(10 marks)**

(Total 25 marks)

Question 4

With reference to specific examples discuss five promotional marketing tools found in marketing. **(Total 25 marks)**

Question 5

Using relevant examples discuss the importance of product packaging in marketing. **(Total 25 marks)**

END OF PAPER