



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 : 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]