



**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  
**SPECIAL REQUIREMENTS** :  
**DURATION** : 3 Hours  
**LEVEL** : 1.2  
**DATE** : 20 NOV 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

- a) With the aid of examples define the following terms:
- i) Marketing (3 marks)
  - ii) Cloning (3 marks)
  - iii) Perception (3 marks)
  - iv) Consumer learning (3 marks)
  - v) Strategy (3 marks)
- b) Making use of examples compare and contrast the following:
- i) Diversification and Divestment (5 marks)
  - ii) Marketing Intelligence and Marketing Research (5 marks)
- (Total 25 marks)**

### QUESTION 2

Demonstrate how a company of your own choice can make use of Dick and Basu's (1994) Loyalty segment model for its own benefit in the contemporary Zimbabwe. (25 marks)

**(Total 25 marks)**

### QUESTION 3

- a) As a marketing manager of any manufacturing organization of your own choice, examine the significance of relying on the Decision Making Unit in making purchase decisions. (Total 25 marks)

### QUESTION 4

- a) Design five SMART objectives for a marketing organization of your own choice. (10 marks)
- b) Critically examine the significance of the Porter's five forces model as a tool for assessing the attractiveness of an industry. (15 marks)
- (Total 25 marks)**

### QUESTION 5

Discuss the applicability of market challenger strategies to any Zimbabwean organization of your own choice. (25 marks)

**(Total 25 marks)**

**\*\*\*END OF PAPER\*\*\***