



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA111  
**COURSE TITLE** : PRINCIPLES OF MARKETING  
**DURATION** : 3 Hours  
**DATE** : 07 FEB 2022

**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**

Using specific examples discuss the importance of five marketing philosophies to organizations of your own choice. **(25 marks)**

### **QUESTION 2**

- (a) Outline the extension marketing strategies that can be employed by a business organisation for a declining product. **(15 marks)**
- (b) Explain the specific roles of product distribution in marketing. **(10 marks)**

### **QUESTION 3**

- (a) Discuss why it is important for marketing managers to monitor the micro-environment of their businesses. **(15 marks)**
- (b) Explain the marketing strategies for different types of consumer goods **(10 marks)**

### **QUESTION 4**

As a marketing manager give reasons why it is important to promote goods and services.

**(25 marks)**

### **QUESTION 5**

- (a) Many of the Fast Moving Goods in Super markets are packaged. Outline the importance of product packaging in marketing. **(10 marks)**
- (b) Demonstrate the importance of the drip theory in advertising a product of your own choice **(15 marks)**

**END OF PAPER**