



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

SPECIAL REQUIREMENTS : NONE

DURATION : 3 HOURS

LEVEL : 1.1

DATE :

29 JUN 2022

**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 ONE

Explain the following marketing philosophies or concepts.

- a) Production concept [5 marks]
- b) Product concept (Product orientation) [5 marks]
- c) Selling concept (Sales orientation) [5 marks]
- d) Marketing concept [5 marks]
- e) Societal marketing concept [5 marks]

### QUESTION TWO

Discuss the importance of five pricing strategies found in marketing to a business organisation of your own choice. [25 marks]

### QUESTION THREE

Using examples of particular products, justify why business organisations like TM package their products. [25 marks]

### QUESTION FOUR

Assess the various benefits of market segmentation to a business organisation of your own choice. [25 marks]

### QUESTION FIVE

Discuss the five promotional elements found in marketing. [25 marks]

**END OF PAPER**