



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA111
COURSE TITLE : PRINCIPLES OF MARKETING
SPECIAL REQUIREMENTS : SPECIAL REQUIREMENTS
DURATION : 3 Hours
LEVEL : 1.1
DATE : 29 NOV 2022

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
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

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

Question 2

Explain why it is important for marketing managers to monitor the micro-environment of their businesses. (25 marks)

Question 3

Pricing strategies are a crucial tool for attracting and retaining customers. Discuss five pricing strategies available to a marketer. (25 marks)

Question 4

Figure 1 shows the bases for market segmentation. Use these bases to explain the benefits of market segmentation to a business organization of your own choice. (25 marks)

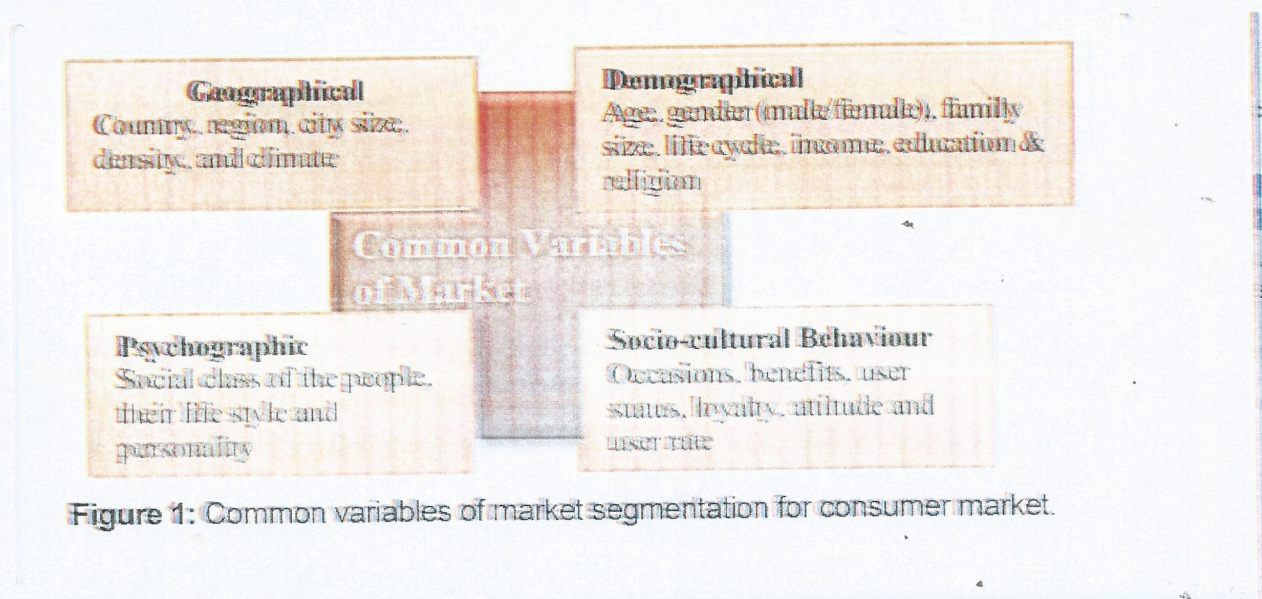


Figure 1: Common variables of market segmentation for consumer market.

Question 5

Figure 2 shows the product life cycle of Twiza Drink (TD) which starts to decline in stage 4. As a marketer what strategies can you employ to extend its life? (25 marks)

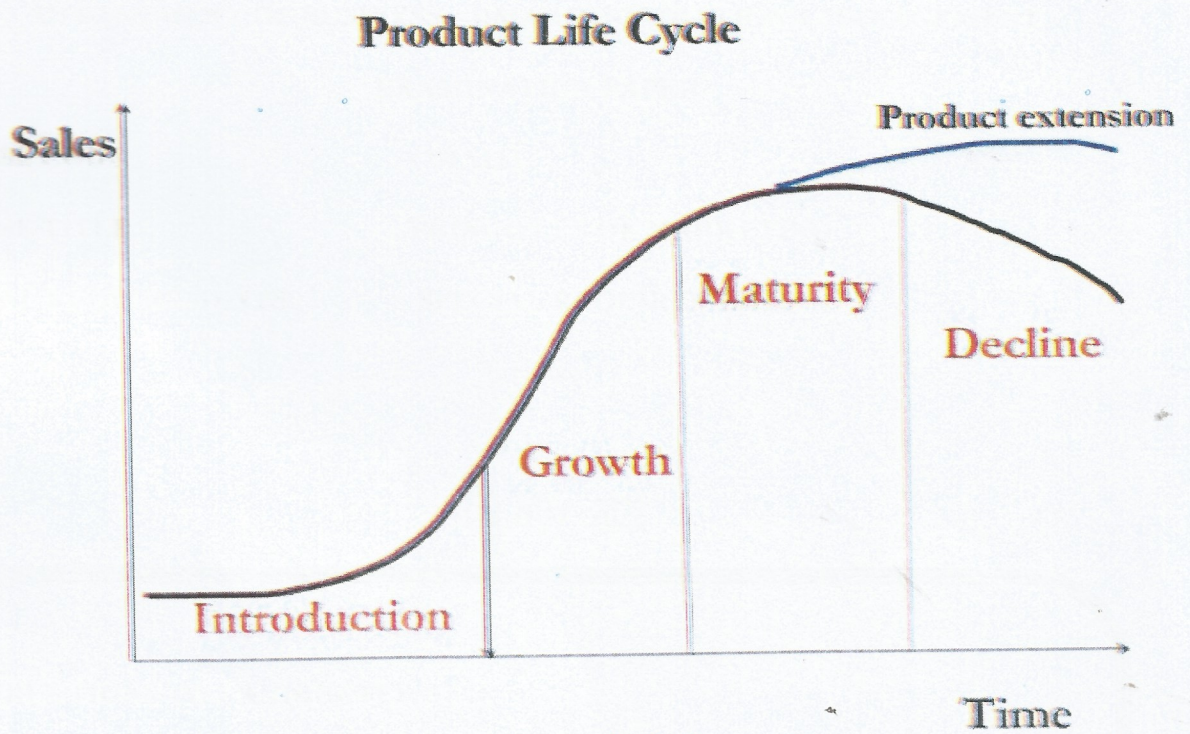


Figure 2

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