



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA111
COURSE TITLE : PRINCIPLES OF MARKETING
SPECIAL REQUIREMENTS : NO SPECIAL REQUIREMENTS
DURATION : 3 HOURS
LEVEL : 1.1
DATE : 08 DEC 2023

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.

Question 1

Environmental monitoring is essential for marketing managers. Discuss. (25 marks)

Question 2

- I. Explain with examples reasons why businesses flight posters of their services or products in newspapers or magazines as shown in figure 1. (10 marks)
- II. Outline the challenges met by businesses in promoting products in newspapers, radios, TVs, or magazines. (15 marks)

(Total 25 marks)

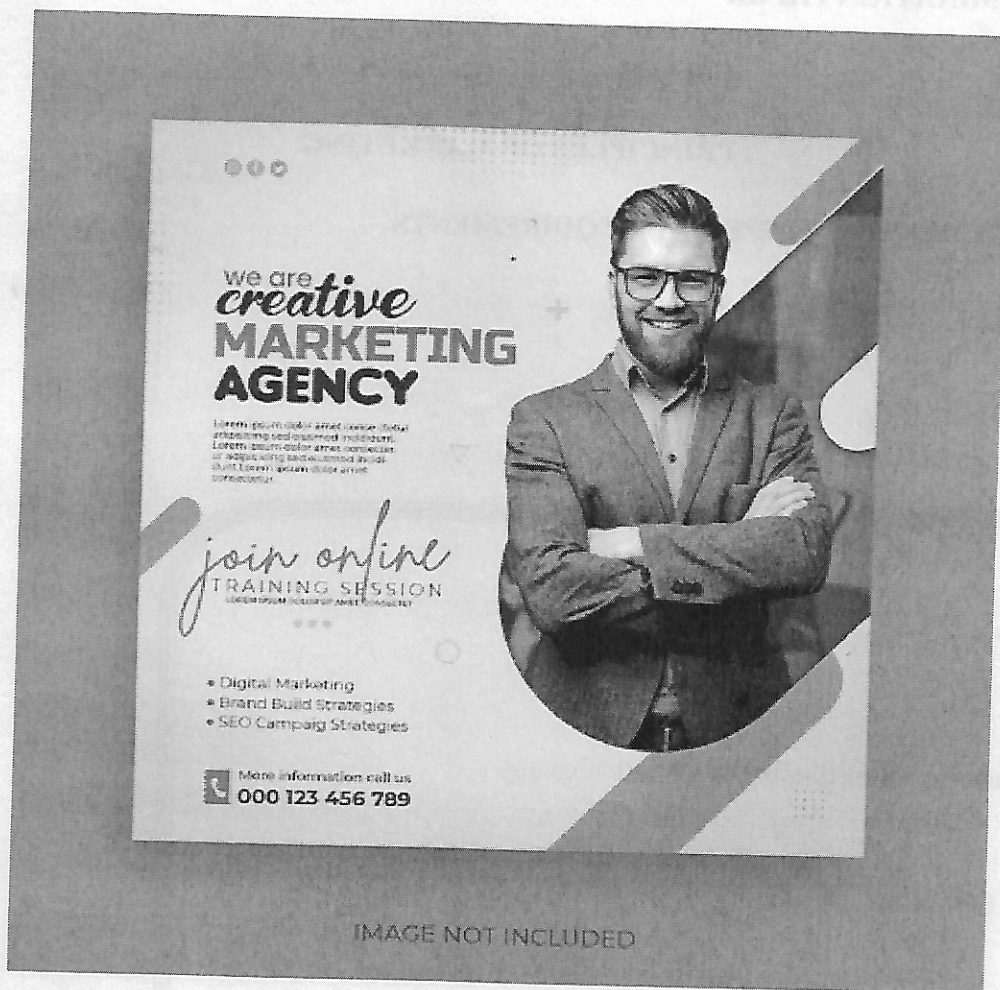


Figure 1

Question 3

As a marketer what are the benefits of market segmentation to a business organization of your own choice? **(25 marks)**

Question 4

Describe the stages of the product life cycle and the possible marketing strategies for each stage **(25 marks)**

Question 5

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

End Of paper

19/18 pm