



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND
ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING, AND ENTREPRENEURSHIP
EXAMINATION PAPER

COURSE CODE : MSTM524
COURSE TITLE : Strategic Marketing Finance
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 1.2
DATE : 10 JUN 2024

INSTRUCTIONS TO CANDIDATES:

19. No cell phones are allowed in the examination venue.
20. Use of silent, non-programmable calculators is allowed.
21. Answer ALL questions in Section A and any three (3) questions in Section B.
22. The number of marks for each question or part question is shown in brackets []
23. Begin each answer on a new page.
24. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

SECTION A

QUESTION ONE

Develop a comprehensive marketing performance assessment framework for a particular company or campaign, incorporating relevant metrics, KPIs, ROMI calculations, and a marketing dashboard design. Justify your choices and explain how the framework will track progress, identify areas for improvement, and guide future marketing decisions. **[40 Marks]**

SECTION B

1. Explain how financial analysis can be used to evaluate marketing opportunities. **[20 Marks]**
2. Explain why pricing for different distribution channels might vary and list the key factors influencing these variations. **[20 Marks]**
3. Identify different factors to consider when segmenting customers for pricing purposes. **[20 Marks]**
4. Discuss the challenges of accurately assessing customer willingness to pay and potential biases in value-based pricing strategies. **[20 Marks]**
5. Compare and contrast the advantages and disadvantages of centralized vs. decentralized marketing budgeting approaches. **[20 Marks]**

END OF PAPER

13/5 am