



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA 111
COURSE TITLE : PRINCIPLES OF MARKETING
DURATION : 3 Hours
LEVEL : 1.1
DATE : 10 JUN 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer **QUESTION ONE (1)** and any other **THREE (3)** 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 1

You have been tasked as a new marketing manager for your company to create a marketing strategy that incorporates principles from both the 4 Ps and 4 Es for a product launch. Explain how each element contributes to the overall strategy of the marketing plan.

[25 Marks]

Question 2

In a world increasingly focused on sustainability, how can brands balance their marketing efforts with environmental and social responsibility.

[25 Marks]

Question 3

Choose a specific product category (e.g., luxury goods, organic food) and analyse how different individual factors might influence consumers' decisions to purchase or not purchase within that category.

[25 Marks]

Question 4

Choose a specific company operating in a particular industry.

- a) Analyse the key micro environmental factors that are likely to impact the company's marketing strategy. (12)
- b) Analyse the key macro environmental factors that are likely to impact the company's marketing strategy. (13)

[25 Marks]

Question 5

In a service environment where employees are often the primary point of contact, how can companies ensure consistency and quality of service delivery across different staff members?

[25 Marks]