



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 :

30 JUL 2024

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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

A company's social media advertisement claims their new weight loss product guarantees quick results without side effects. However, research suggests potential health risks. Discuss the legal and ethical implications of this advertisement.

[25 Marks]

Question 2

Analyse the evolution of marketing from its early stages to the present day (digital age), highlighting the key factors that have driven this evolution.

[25 Marks]

Question 3

Choose a specific company, product or service and analyse how it can utilize both the 4 Ps and 4 Es in its marketing strategy.

[25 Marks]

Question 4

Using a company, product or service of your choice, analyse the consumer decision-making process for the target audience considering to purchase.

[25 Marks]

Question 5

Imagine you are a marketing consultant hired by a newly established fitness center named "Active Lifestyle Fitness." The center offers various fitness classes, personal training, and nutritional guidance services. The fitness center is facing declining membership and increased competition from larger chains.

- a) Comment on factors that could have caused service failure. (5)
- b) Discuss how it could have been avoided or mitigated by focusing on **people, processes, and physical evidence.** (20)

[25 Marks]