



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 : 12 JUN 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer any other **FOUR (4)** 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

Compare and contrast differentiated and undifferentiated marketing strategies. Consider evaluating the conditions under which each strategy is most effective.

[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

Discuss the product life cycle concept and highlight the marketing strategies that can be applied to each stage of the product's life.

[25 Marks]

Question 4

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

[25 Marks]

Question 5

The 7Ps of marketing are a framework used by businesses to understand and manage the various elements that create and deliver value to customers. **People, Process, and Physical Evidence** deal with the intangible aspects that contribute to the overall customer experience. Discuss how a service company can ensure that its **physical evidence** creates a cohesive and positive customer experience?

[25 Marks]