ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS INTELLIGENCE, ENTREPRENEURSHIP, ARTEFACTUAL DESIGNS, AND FUTURES

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE	: MSTM 524
MODULE TITLE	: STRATEGIC MARKETING FINANCE
DURATION	: 3 Hours
LEVEL	: 1.2
DATE	: JUNE

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 [ ]

Section A (Compulsory)

Question 1:

"The Boston Consulting Group (BCG) matrix and the Product Life Cycle (PLC) concept are invaluable corporate strategic tools". With reference to a company of your choice, use your understanding of the tools to develop a corporate financial strategy **[25 Marks]**

SECTION B

Question 2

Analyse Pricing Strategies within Business-to-Business Companies in Zimbabwe **[25 marks]**

Question 3:

Discuss how firm size, industry, and location of a firm play a role in the pricing strategy.

[25marks]

Question 4

Discuss the five categories of marketing performance matrix using illustrations **[25 marks]**

Question 5

Discuss the role of finance in marketing decision-making **[25 marks]**

THE END