



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA101
COURSE TITLE : PRINCIPLES OF MARKETING
DURATION : 3 Hours
DATE : 20 NOV 2019

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

Explain the importance of five promotional marketing elements to a business organization of your own choice. **(25 marks)**

Question 2

As a marketing manager of a clothing shop in Bindura explain the various approaches to market segmentation. **(25 marks)**

(Total 25 marks)

Question 3

Explain using examples how the following factors affect consumer behaviour.

(a) Psychological factors **(10 marks)**

(b) Social factors **(15 marks)**

(Total 25 marks)

Question 4

(a) Using relevant examples explain the various tasks of physical distribution found in marketing. **(15 marks)**

(b) Explain the importance of the drip model in promoting products of your own choice. **(10 marks)**

(Total 25 marks)

Question 5

(a) What is meant by the term marketing information system (MIS) **(5 marks)**

(b) Using examples explain the importance of MIS in marketing. **(20 marks)**

(Total 25 marks)

END OF PAPER