

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

**COURSE: PRINCIPLES OF MARKETING**

**COURSE CODE: CMA101**

**DURATION: 3 HOURS**

**12 JUNE 2018**

### **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**

(a) What are the various definitions attributed to the term marketing? (10 marks)

(b) Discuss the societal roles played by marketing. (15 marks)

(Total 25 marks)

**Question 2**

a) What is your understanding of MIS? (5 marks)

b) Why is information critical to the firm's success? (20 marks)

(Total 25 marks)

**Question 3**

a) Explain the rationale behind market segmentation? (10 marks)

b) Discuss the importance of product packing in marketing. (15 marks)

(Total marks 25)

**Question 4**

Identify and discuss the appropriate marketing strategies for a product in its different life cycle stages. (Total 25 marks)

**Question 5**

(a) What is meant by the term consumer behaviour? (5 marks)

(b) Discuss the following determinants of consumer behaviour:

I. Economic determinants. (10 marks)

II. Social determinants (10 marks)

(Total 25 marks)

**END OF PAPER**