

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: PRINCIPLES OF MARKETING

COURSE CODE: CMA101

DURATION: 3 HOURS

28 NOVEMBER 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 business and societal roles played by marketing. **(15 marks)**

(Total 25 marks)

Question 2

Explain the pricing strategies available in business.

(Total 25 marks)

Question 3

What is the rationale behind market segmentation? **(Total 25 marks)**

Question 4

Identify and discuss the appropriate marketing strategies for products in 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. Personal factors. **(10 marks)**

II. Social determinants. **(10 marks)**

(Total 25 marks)

END OF PAPER