

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

12 JUNE 2018

COURSE: MARKETING MANAGEMENT

COURSE CODE: CMA102

DURATION: 3 HOURS

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

With the aid of examples define the following terms

- a) Customer value (3 marks)
- b) Consumer learning (3 marks)
- c) Cloning (3 marks)
- d) Divestment (3 marks)
- e) Inbound logistics (3 marks)
- f) Buying Centre (3 marks)
- g) Strategy (3 marks)
- h) Spurious Loyalty (4 marks)

(Total 25 marks)

QUESTION 2

- a) Making use of examples briefly outline any five sales forecasting techniques (10 marks)
- b) Demonstrate how a marketing organization of your own choice can make use of the Ansoff growth strategies (15 marks)

(Total 25 marks)

QUESTION 3

- a) As a marketing manager of any manufacturing organization of your own choice, examine the significance of relying on the Decision Making Unit in making purchase decisions.

(Total 25 marks)

QUESTION 4

- a) Design five SMART objectives for a marketing organization of your own choice. (10 marks)
- b) Critically examine the applicability of the Naïve Pricing theory in the Zimbabwean economy. (15 marks)

(Total 25 marks)

QUESTION 5

Discuss the applicability of market challenger strategies to any Zimbabwean organization of your own choice. (25 marks)

(Total 25 marks)

*****END OF PAPER*****