

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

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) Marketing (3 marks)
- b) Perception (3 marks)
- c) Latent loyalty (3 marks)
- d) Cognitive dissonance (3 marks)
- e) Marketing intelligence (3 marks)
- f) Exclusive distribution (3 marks)
- g) Harvest strategy (3 marks)
- h) Test marketing (4 marks)

(Total 25 marks)

QUESTION 2

- a) Making use of examples briefly outline the BCG Matrix (10 marks)
- b) 'Undertaking the SWOT analysis is enough to make an organization understand its status quo'. Discuss this statement in light of Zimbabwean examples (15 marks)

(Total 25 marks)

QUESTION 3

- a) Briefly describe the factors worth of consideration when selecting a distribution channel. (5 marks)
- b) Making use of examples, discuss the significance of Michael Porter's generic strategies. (20 marks)

(Total 25 marks)

QUESTION 4

- a) Design five SMART objectives for any marketing organization of your own choice. (10 marks)
- b) Making use of examples outline the elements of the marketing information system. (15 marks)

(Total 25 marks)

QUESTION 5

- a) With the aid of examples briefly describe market follower strategies. (5 marks)
- b) Discuss the applicability of the market leader strategies to any Zimbabwean organization of your own choice. (20 marks)

(Total 25 marks)

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