

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: MARKETING MANAGEMENT

COURSE CODE: CMA 102

DURATION: 3 HOURS

29 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

Discuss with practical examples drawn from a Zimbabwean company of your choice how a firm's resources may limit its search for opportunities. **(Total 25 marks)**

Question 2

(a) Discuss briefly the important considerations made by companies when selecting market segments to target. **(10 marks)**

(b) Explain the meaning of the following terms:

- segmentation
- targeting
- positioning

(15 marks)

(Total 25 marks)

Question 3

(a) Define the term marketing concept. **(5 marks)**

(b) Discuss the concept of customer value and the role of marketing in creating customer value. **(20 marks)**

(Total 25 marks)

Question 4

Discuss in detail the importance of macro- environmental elements in marketing planning.

(Total 25 marks)

Question 5

Write short notes on the following:

- Quantitative techniques of sales forecasting
- Customer perceived value
- Demographic basis of segmentation

- Marketing audit
- Marketing plan

(Total 25 marks)

END OF PAPER