

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

**DATE 23 JUNE 2017**

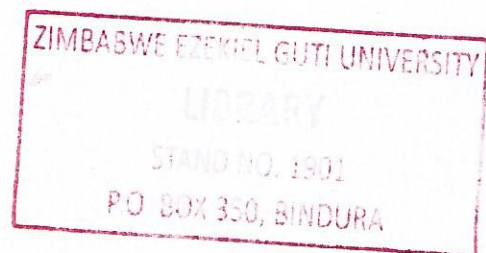
**COURSE: PRINCIPLES OF MARKETING**

**COURSE CODE: CMA 101**

**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**

- a) Explain the major differences between selling and marketing concepts. (10 marks)
  - b) Discuss the business and societal roles played by marketing. (15 marks)
- (Total 25 marks)**

**Question 2**

Using relevant examples discuss the role played by any five (5) promotional mix elements in the marketing of products:

**(Total 25 marks)**

**Question 3**

- a) What is market segmentation? (5 marks)
  - b) Discuss the variables which can be used in the segmentation of a market. (20 marks)
- (Total 25 marks)**

**Question 4**

With the aid of examples discuss the importance of packaging in marketing. (Total 25 marks)

**Question 5**

- a) Describe the product levels and their marketing implications. (10 marks)
  - b) Using relevant examples discuss the product extension strategies which can be used by a marketer. (15 marks)
- (Total 25 marks)**

**END OF PAPER**