

ZIMBABWE EZEKIEL GUTI UNIVERSITY

---



DEPARTMENT OF BUSINESS STUDIES

---

COURSE: MARKETING MANAGEMENT

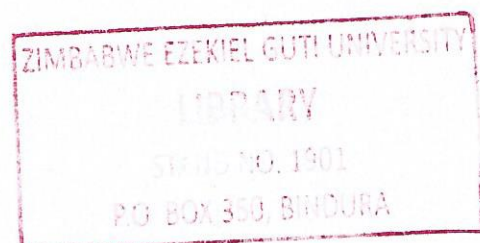
COURSE CODE: CMA 102

DURATION: 3 HOURS

**DATE 23 JUNE 2017**

**INSTRUCTIONS TO CANDIDATES**

1. No cell phones are allowed in the examination venue.
2. Begin each question on a new page.
3. Choose any **FOUR (4)** questions;
4. Each question carries **25 marks**
5. The number of marks for each question or part question is shown in brackets.



### Question 1

a) With the aid of examples, define the following terms:

- i) Marketing *(3 marks)*
- ii) Marketing intelligence *(3 marks)*
- iii) Customer loyalty *(3 marks)*
- iv) Price *(3 marks)*
- v) Flank attack *(3 marks)*
- vi) Personal selling *(2 marks)*

b) Giving examples distinguish between the following:

- i) Market leader and Market follower *(2 marks)*
- ii) Objectives and Strategies *(2 marks)*
- iii) Rival and Substitute *(2 marks)*
- iv) Premium pricing and Skimming pricing *(2 marks)*

**[Total 25 Marks]**

### Question 2

a) Briefly outline the marketing philosophies according to their order of evolution. *(10 marks)*

b) With the aid of examples, outline Michael Porter's generic Strategies. *(15 marks)*

**[Total 25 Marks]**

### Question 3

a) Formulate any five SMART objectives for an organisation of your own choice. *(10 marks)*

b) Making use of examples, describe clearly the growth strategies postulated by Ansoff (1957).  
*(15 marks)*

**[Total 25 Marks]**

### Question 4

a) Briefly outline four the strategies which stem from the use of the BCG Matrix. *(8 marks)*

b) Outline the elements of the Marketing Information System. *(17 marks)*

**[Total 25 Marks]**

### Question 5

a) Briefly outline the advantages of sales forecasting. *(5 marks)*

b) Critically examine the applicability of the market leader strategies to an organisation of your own choice.  
*(20 marks)*

**[Total 25 Marks]**

**\*\*\*\*End of paper\*\*\*\***