

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF MARKETING**

JUN 2024

PRINCIPLES OF MARKETING 2

BS113

TIME: 3 HOURS

#### **INSTRUCTIONS TO CANDIDATES**

1. Answer any four questions.
2. Each question carries 25 Marks.
3. Start each question on a fresh page.
4. Credit will be given for use of relevant examples.
5. No Cell Phones are allowed in the Examination Room.

#### **QUESTION ONE**

Describe the environmental forces that affect the company's ability to serve its customers.

**[25 MARKS]**

#### **QUESTION TWO**

Explain the **three** basic competitive strategies which firms may pursue.

**[25 MARKS]**

#### **QUESTION THREE**

Describe the stages involved in the business buying process.

**[25 MARKS]**

#### **QUESTION FOUR**

Giving relevant examples explain the following terms:

- a) product oriented
- b) competitor centred
- c) consumer centred
- d) market centred

(6)

(7)

(6)

(6)

**[25 MARKS]**

### **QUESTION FIVE**

Describe how you went through a buyer decision process to make a recent purchase.

**[25 MARKS]**

### **QUESTION SIX**

Describe the major social criticism of marketing.

**[25 MARKS]**

**\*\*\*END OF THE PAPER\*\*\***