

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

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

Explain the following terms as they are applied in marketing:

- a) Inelastic demand
- b) Derived demand
- c) Cross elasticity
- d) Complementary products
- e) Giffen goods

(5)
(5)
(5)
(5)
(5)

[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

(6)
(7)

- c) consumer centred
- d) market centred

(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*****