

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: BACHELOR OF BUSINESS STUDIES HONOURS IN MARKETING

PRINCIPLES OF MARKETING

BS 112

OCT 2023

DURATION: 3 HOURS

EXAMINATION

INSTRUCTIONS

1. Answer any **four** questions.
 2. Each question carries 25 marks.
 3. Start answering each main question on a fresh page.
 4. Credit will be given for appropriate use of illustrative examples.
 5. No cell phones and programmable calculators are allowed in the examination room.
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QUESTION ONE

- a) What is marketing?
- b) Outline steps in the marketing process.

[5]
[20]
[25 Marks]

QUESTION TWO

- a) What is a new product?
- b) Outline the new product development process.

[5]
[20]
[25 Marks]

QUESTION THREE

Distinguish between:

- a) Value-based pricing and cost-based pricing.
- b) Good-value pricing and value-added pricing.
- c) Fixed cost and variable cost

[8]
[8]
[9]
[25 Marks]

QUESTION FOUR

Evaluate the following market targeting strategies:

- a) Undifferentiated marketing [5]
 - b) Differentiated marketing [5]
 - c) Concentrated marketing [5]
 - d) Micro marketing. [5]
- [25 Marks]

QUESTION FIVE

- a) Define the term marketing channel? [5]
- b) Assess the role of marketing intermediaries. [20]

[25 Marks]

QUESTION SIX

Assess marketing communications strategies which were employed by the Government of Zimbabwe to promote the uptake of covid 19 vaccination. [25 Marks]

END OF PAPER