

# **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**