

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**PROGRAMME: MASTER OF SCIENCE IN MARKETING**

**BS 112 PRINCIPLES OF MARKETING**

**DURATION: 3 HOURS**

**EXAMINATION**

## **INSTRUCTIONS**

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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 the difference between marketing and selling?
- b) Explain the evolution of marketing showing at least **five** orientations.

**[5]**

**[20]**

**[25 Marks]**

## QUESTION TWO

With reference to a clothing firm, assess the following consumer market segmentation variables.

- (i) Geographic segmentation [4]
  - (ii) Demographic segmentation [4]
  - (iii) Psychographic segmentation [4]
  - (iv) Explain the differences between the short gun approach and the rifle approach. [13]
- [25 Marks]

## QUESTION THREE

- a) Define the term product? [4]
  - b) Outline the stages of the product life cycle and the appropriate 4Ps for each stage [21]
- [25 Marks]

## QUESTION FOUR

State and explain any five key functions of marketing channel members. [25 Marks]

## QUESTION FIVE

Evaluate any five price adjustment strategies. [25 Marks]

## QUESTION SIX

Describe the elements of the communication process. [25 Marks]

**END OF PAPER**