

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF MARKETING**

APR 2025

**PROGRAMME: BCOM 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**

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

**[25 MARKS]**

#### **QUESTION TWO**

Assess the applicability of the Porter's generic strategies, making reference to an industry of your choice.

**[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**

- a) Define habitual buying behavior. (5)
- b) Describe the consumer decision making stages that a consumer goes through when faced with a habitual purchase situation. (20)

**[25 MARKS]**

### **QUESTION SIX**

'Consumers need to be protected from unsustainable marketing practices'. Evaluate this assertion making reference to the rights of consumers specified in the Consumer Protection Act.

**[25 MARKS]**

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