NOVEMBER 2013 EXAMINATION

DATE: 8 NOVEMBER 2013

TIME: 09H00 – 13H00
TOTAL: 100 MARKS

DURATION: 4 HOURS
PASS MARK: 40%

(DBM-06)
MARKETING MANAGEMENT PRINCIPLES

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(ii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)
    ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 5 SHORT QUESTIONS
    ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 5 LONG ANSWER QUESTIONS
    ANSWER ALL THE QUESTIONS (50 MARKS)

SECTION D: CONSISTS OF 2 INTERPRETATIVE QUESTIONS
    ANSWER ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:
1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
SECTION A (20 MARKS)

ANSWER ALL THE QUESTIONS

(i) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Motivate all your answers.

1. A selling-oriented company concentrates on the production of its chosen products.
   - True
   - Motivation: A selling-oriented company focuses on the production of its chosen products to meet market demand and customer needs.

2. The internal environment of a business is the macro environment.
   - False
   - Motivation: The internal environment of a business includes factors within the organisation, such as management, employees, and operating procedures, whereas the macro environment refers to factors beyond the organisation, such as government policies, economic conditions, and societal trends.

3. Habitual buying behaviour is when buyers show low involvement and brand differences are not significant.
   - True
   - Motivation: Habitual buyers are characterized by low involvement in the buying process, and brand differences are not a significant factor in their purchase decision.

4. In organisational buying, the influencer is someone from inside the organisation, who influences the purchasing decision in some way.
   - True
   - Motivation: An influencer in organisational buying is typically an internal member of the organisation who has the authority to influence or make the final decision on the purchase.

5. A service is tangible because it is an activity that one person performs to benefit another.
   - False
   - Motivation: Services are intangible because they are not physical objects; they are experiences or results provided by one person to benefit another.

   

(ii) MATCHING-STATEMENT QUESTIONS

Match the statements in Column B to the terms in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>COLUMN A</th>
<th>COLUMN B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. impulsive decision making</td>
<td>(a) is all the products offered for sale</td>
</tr>
<tr>
<td>2. systems buying</td>
<td>(b) protects and promotes a product</td>
</tr>
<tr>
<td>3. selected target markets</td>
<td>(c) is when a total solution is purchased</td>
</tr>
<tr>
<td>4. information</td>
<td>(d) identifies products and services</td>
</tr>
<tr>
<td>5. the product mix</td>
<td>(e) is any paid form of non-personal presentation of products</td>
</tr>
<tr>
<td>6. packaging</td>
<td>(f) influences the quantities of products that are sold</td>
</tr>
<tr>
<td>7. branding</td>
<td>(g) must be substantial in size</td>
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<tr>
<td>8. price</td>
<td>(h) moves products to consumers</td>
</tr>
<tr>
<td>9. direct channels</td>
<td>(i) is a spur of the moment purchase</td>
</tr>
<tr>
<td>10. advertising</td>
<td>(j) is data that has been organised</td>
</tr>
</tbody>
</table>

[5 × 2 = 10]
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Define the word 'marketing'. [2]

QUESTION 2
Explain convenience products. [2]

QUESTION 3
What is the product life cycle? [2]

QUESTION 4
Explain the 'innovator' type of consumer. [2]

QUESTION 5
What is a core product? [2]

[10]
SECTION C: LONG ANSWER QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Explain the five conditions that are necessary for a marketing exchange to take place, according to Kotler. [5 × 2 = 10]

QUESTION 2
Explain fully the difference between consumer and industrial marketing. [10]

QUESTION 3
Explain five specific aspects of marketing that marketing research is concerned with. [5 × 2 = 10]

QUESTION 4
Explain when market penetration pricing could be used for a new product. [10]

QUESTION 5
Any business has several marketing communications objectives to consider before communicating with the consumer market.

Explain five of the objectives you would have to consider. [5 × 2 = 10]
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) Discuss briefly the four principles of marketing and philosophy. (15)

(b) Explain the maturity phase of the product life cycle. (5) [20]

OR

QUESTION 2

Illustrate by using a diagram to explain the marketing process. [20] [20]

Section A: 20 marks
Section B: 10 marks
Section C: 50 marks
Section D: 20 marks
TOTAL: 100 MARKS