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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN  
TEXTILE APPAREL DESIGN and  
MANAGEMENT TADM YEAR IV &  
BACHELOR OF SCIENCE IN FOOD  
SCIENCE NUTRITION and  
TECHNOLOGY YEAR IV**

**COURSE CODE : TADM 408**

**TITLE OF PAPER : PRINCIPLES OF MARKETING**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS : ANSWER QUESTION ONE (1)  
AND ANY OTHER (2)  
QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1 [COMPULSORY]**

- a) Discuss Maslow's Hierarchy of Needs and its value to managers and organizations. You can make use of a diagram to show the hierarchy of those needs. [10 marks]
- b) You are responsible for developing advertisements for Free@last, a revolutionary acne medication targeted to the teenagers. Briefly describe how you would use five (5) different message execution styles to present your advertising message. [15 marks]
- c). Discuss the five (5) decisions that must be made in sales promotion. [10 marks]
- d) By means of a well-labelled diagram, show the four P's of the marketing mix of any company. [ 5 marks]
- [Total marks = 40]

**QUESTION 2**

- a) Discuss the five (5) price adjustment strategies that a marketer can use, giving an example in each case. [15 marks]
- b) Marketers have to be able to convince their customers to buy their goods. Discuss five (5) types of consumer buying decision behaviours, giving a practical example in each case. [15 marks]
- [Total marks = 30]

**QUESTION 3**

- a) Discuss five (5) types of advertising, indicating at which stage of the product life cycle each type can be used. Illustrate your understanding by using an example in each case. [15 marks]
- b) The company must study its customer markets closely. List and discuss five (5) types of customer markets a company is likely to operate with. [15 marks]
- [Total marks = 30]

**QUESTION 4**

- a). New products are the livelihood of a company. Companies can not just hope that they will stumble across good new products.

List and define the **eight** (8) steps in the new-product development process.

[16 marks]

- b) Define a distribution channel. Identify and briefly discuss **seven** distribution channels that a marketing manager can use to distribute his/her products.

[14 marks]

**[Total marks = 30]**