UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN TEXTILE APPAREL DESIGN & MANAGEMENT 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

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QUESTION 1 [Compulsory]

a) Describe **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. Briefly explain <u>five</u> **(5)** types of consumer buying decision behaviours, giving a practical example in each case.

[15 marks]

c) List and explain <u>five</u> **(5)** marketing management philosophies used by most companies.
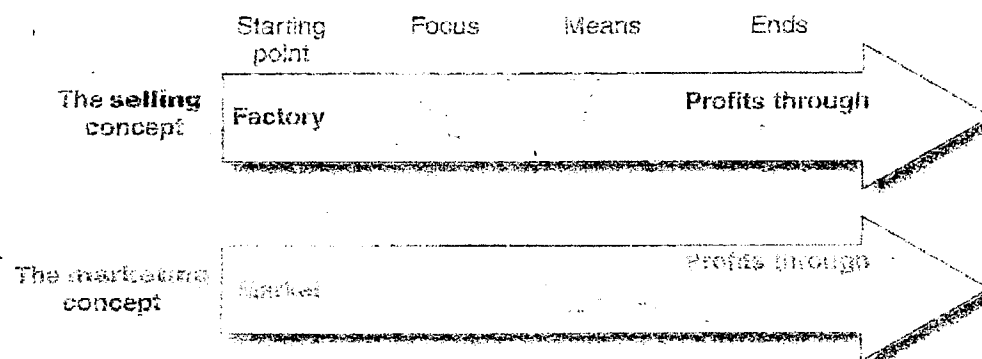
[10 marks]

[Total marks = 40]

QUESTION 2

a) Define personal selling and sales promotion. Discuss <u>five</u> **(5)** situations in which a marketing manager can use personal selling and <u>five</u> **(5)** situations in which a marketing manager can use sales promotion.

[15 marks]

b) Define marketing and explain <u>five</u> **(5)** core elements of marketing.

[15 marks]

[Total marks = 30]

QUESTION 3

a) Define product positioning. Briefly describe the <u>seven</u> **(7)** bases that a marketer can use to position a product.

[15 marks]

b) Briefly explain marketing research. Identify and state the 4Cs of marketing research.

[5 marks]

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c) **Figure 1** below illustrates the Selling and Marketing Concepts contrasted. Fill-in the missing terms under "Focus", "Means" and "Ends" inside the two arrows and briefly explain the difference between the two (2) terms.

Figure 1

[10 marks]
[Total marks = 30]

QUESTION 4

a) Discuss the five (5) brand sponsorship options that are available to a manufacturer of a product, giving one advantage and one disadvantage in each case.

[15 marks]

b) The first step in new product development is idea generation. Briefly explain what this entails. Describe the seven (7) steps that follow idea generation.

[15 marks]
[Total marks = 30]