



**2<sup>nd</sup> SEM. 2013/2014**

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**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**

**QUESTION 1 [COMPULSORY]**

- a) Describe the **five (5)** price adjustment strategies.  
(15 MARKS)
- b) Briefly explain the following marketing management philosophies:  
i. Production concept  
ii. Product concept  
iii. Societal marketing concept  
(9 MARKS)
- c) Describe the major types of buying decision behaviour and the stages in the buyer decision process.  
(16 MARKS)  
[TOTAL MARKS = 40]

**QUESTION 2**

- a) What is a brand? Give **two (2)** examples.  
(3 MARKS)
- b) Discuss the advantages of branding for the consumer and marketer  
(12 MARKS)
- c) Define marketing channels and what purpose do they serve? Provide an example with **four (4)** phases to show how fashion marketers create marketing channel to serve their customers.  
(15 MARKS)  
[TOTAL MARKS = 30]

**QUESTION 3**

- a) Define the following terms:(see glossary section  
i. Co-branding  
ii. Direct marketing  
iii. Discount stores  
iv. Department store  
v. Intermediaries  
vi. Positioning  
vii. Target market  
(21 MARKS)

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- b) Explain the following **three (3)** companywide strategic planning steps to show their differences.
- i. Business portfolio
  - ii. Company vision
  - iii. Company mission

**(9 MARKS)**  
**[TOTAL MARKS = 30]**

**QUESTION 4**

- a) Based on the idea that marketing is managing profitable customer relations, list and briefly explain the **five (5)** core elements of marketing.
- b) Marketers need to position brands clearly in target customers' minds and there is no single way to segment a market. State and briefly describe the **five (5)** ways or bases a marketer can use to position a product.

**(15 MARKS)**  
**[TOTAL MARKS = 30]**