

2nd SEM. 2014/2015



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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**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- a) Briefly explain Maslow's Hierarchy of Needs and its value to managers and organizations. You can use a diagram to show the hierarchy of those needs.
(10 Marks)
- b) Describe 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)
- c) Discuss the five (5) brand sponsorship options that are available to the manufacturer of a product, giving one advantage and disadvantage in each case.
(15 Marks)
- [TOTAL MARKS= 40]

QUESTION 2

- a) Briefly discuss the four (4) P's of the marketing mix of any company, make use of a well-labelled diagram to support your answer by showing the marketing tools under each 'P'.
(16 Marks)
- a) Define marketing, and discuss five (5) marketing management philosophies used by most companies.
(14 Marks)
- [TOTAL MARKS= 30]

QUESTION 3

- a) Describe five (5) price adjustment strategies that a marketer can use, giving an example 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]

QUESTION 4

- a) With the aid of a well-labelled chart illustrate and briefly discuss the steps in market segmentation, targeting and positioning.

(12 Marks)

- b) Consumer buying decision behaviours vary greatly. Name and discuss each of the four (4) categories to show their differences.

(12 Marks)

- c) **Figure 1** below defines Marketing and Marketing process. Fill in all the six (6) activities in the given boxes following the arrow sequence to indicate what is entailed in Planning, Implementing and Control.

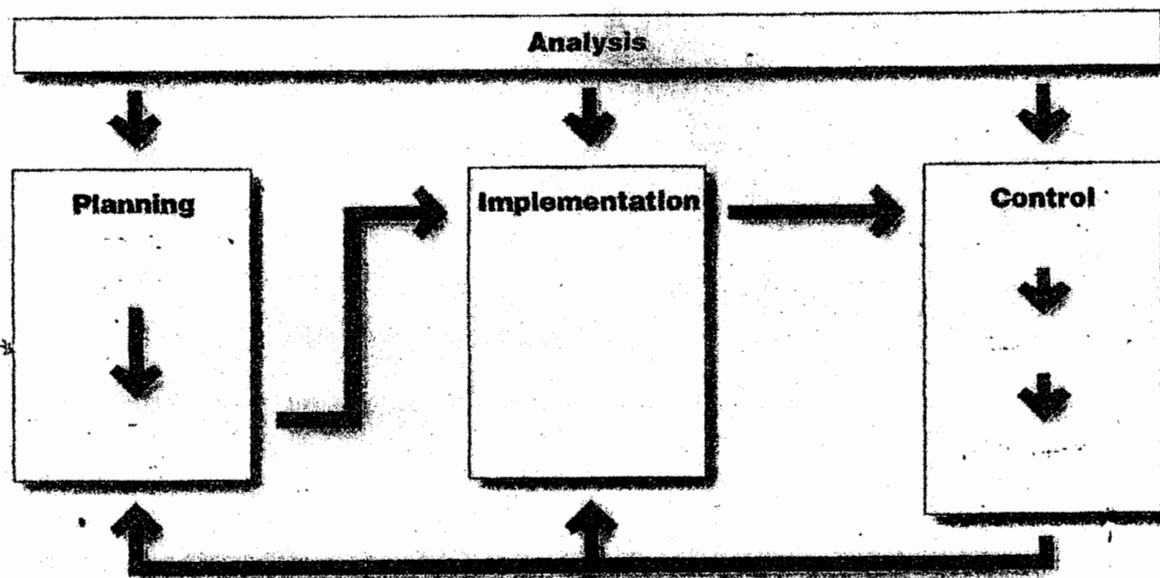


Figure 1

(6 Marks)

[TOTAL MARKS = 30]