



UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE APPAREL
DESIGN and 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 TWO (2) QUESTIONS**

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THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

‘Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.’ (American Marketing Association, 2007)

- a) Using appropriate examples, explain **three (3)** of the concepts used in this definition.
(12 Marks)
- b) Discuss the importance of the concepts you have defined to marketing oriented firms.
(6 Marks)
- c) How is the application of these concepts different for product-oriented firms?
(6 Marks)
- d) Identify and describe **five (5)** different behavioural bases for market segmentation.
(10 Marks)
- e) Briefly explain the following product mix pricing strategies and give an example for each.
(6 Marks)
 - i. Captive product pricing
 - ii. Optional product pricing

[40 MARKS]

QUESTION 2

You work as a Marketing Manager for a Retail company that wants to grow its business by venturing into international market. Management thinks opening a branch in either Mozambique or Lesotho would be a good starting point.

- a) Explain the demographic environment variables that the company should consider when choosing which country between Mozambique and Lesotho they should open a branch.
(15 Marks)
- b) Why should the marketer be particularly concerned about the political environment?
(5 Marks)
- c) With the aid of a diagram explain the stages of a products’ life cycle
(10 Marks)

[30 MARKS]

QUESTION 3

Write **a report** to your Financial Director explaining:

- a) The principles of market skimming and market penetration pricing strategies.
In your report include the commercial and market circumstances under which each of these pricing strategies is most likely to be used
(10 Marks)
- b) Define Marketing mix
(2 Marks)
- c) Briefly explain the additional P’s as used in the extended marketing mix for services
(9 Marks)
- d) A Product is anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a want or need. Briefly explain levels of product and provide an example for each level.
(9 Marks)

[30 MARKS]

QUESTION 4

- a) Describe **five (5)** key functions that members of the marketing channel perform. (10 Marks)
- b) Explain why firms that undertake differentiated marketing and value based pricing may be considered to be marketing oriented. (10 Marks)
- c) As a company you must study your customer markets closely. List and discuss **five (5)** types of customer markets that a company is likely to operate with. (10 Marks)

[30 MARKS]