



UNIVERSITY OF SWAZILAND
SUPPLEMENTARY 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)

- a) Identify and describe **five (5)** different behavioural bases for market segmentation. (10 Marks)
- b) Using appropriate examples, explain how marketers can use **three (3)** of these bases for designing the elements of the marketing mix. (9 Marks)
- c) One of the elements of the macro environment is the economic environment. Economic factors affect businesses and set their economic environment. Identify **two (2)** key measures and explain why they are important for business. (10 Marks)
- d) Explain the following product mix pricing strategies giving examples for each strategy (9 Marks)
 - i) Product line pricing
 - ii) By product pricing
 - iii) Product bundle pricing
- e) Define Target market (2 Marks)

[40 MARKS]**QUESTION 2**

- a) Differentiate between value and cost based pricing strategies (10 Marks)
- b) Will value based pricing always be in the customers' best interests? Use an example to explain your answer (5 Marks)
- c) Explain the key stages of the New Product Development (NPD) process (15 Marks)

[30 MARKS]**QUESTION 3**

- a) What does the term marketing orientation mean? (5 Marks)
- b) Describe following marketing philosophies that an organisation can use to design customer-driven strategies. (12 Marks)
 - i. Product concept
 - ii. Social concept
 - iii. Production concept
 - iv. Selling concept
- c) What do you understand by Consumer products? (10 Marks)
- d) What is meant by the term "Brand" (3Marks)

[30 MARKS]**QUESTION 4**

- a) Give a detailed explanation of the elements of the extended marketing mix (15 Marks)
- b) Explain, using an example of your choice, the term psychographic segmentation (5 Marks)
- c) Describe any **five (5)** publics that can affect an organisation's ability to achieve its goals (10 Marks)

[30 MARKS]