



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)

- a) One of the elements of the macro environment is the demographic environment. Briefly discuss any **three (3)** key demographic trends and use relevant examples in your discussion (15 Marks)
- b) Identify and describe **five (5)** different behavioural bases for market segmentation. (10 Marks)
- c) Identify and describe **five (5)** requirements needed for market segmentation to be effective (5 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 brand equity (1 Mark)

[TOTAL MARKS = 40]

QUESTION 2

- a) Explain the key stages of the New Product Development (NPD) process (15 Marks)
- b) Given a set of logistics objectives, a company designs a logistics system that will minimise the cost of attaining those objectives. Name **five (5)** major logistics functions. (5 Marks)
- c) What do you understand by Consumer goods? (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Describe the different types of consumer buying behaviours (12 Marks)
- b) Describe any **three (3)** marketing philosophies that can be used in designing customer-driven strategies. (12 Marks)
- c) Briefly explain the need for Integrated Marketing Communications in an organisation (6 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Define product line stretching and describe the different ways in which an organisation can stretch their product line (10 Marks)
- b) Describe any **five (5)** publics that can affect an organisation's ability to achieve its goals. (10 Marks)
- c) Name and describe **five (5)** promotional mix tools that marketers use to communicate customer value (10 Marks)

[TOTAL MARKS = 30]



UNIVERSITY OF SWAZILAND
SUPPLEMENTARY EXAMINATION PAPER

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TIME ALLOWED : TWO (2) HOURS

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QUESTION 1 (COMPULSORY)

- a) Explain, using an example of your choice, the term psychographic segmentation (5 Marks)
- b) Briefly explain the following product mix pricing strategies and give an example for each. – (6 Marks)
 - i. Captive product pricing
 - ii. Optional product pricing
- c) Differentiate between cost and value based pricing strategies (8 Marks)
- d) Discuss **three (3)** reasons why business legislations have been enacted (6 Marks)
- e) Briefly discuss **five (5)** ways in which the major cultural values of a society can be expressed (15 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) As a Marketing manager you have been tasked to report on key economic trends that your company has to be aware of when venturing into a new business. Discuss with the aid of examples. (10 Marks)
- b) Give a reason why idea generation is an important stage in the new product development process and briefly describe **two (2)** sources of new product ideas (5 Marks)
- c) With the aid of a diagram explain the stages of a products' life cycle. (10 Marks)
- d) Use a schematic diagram to describe the Marketing Concept (5 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Describe the marketing myopia phenomenon (2 Marks)
- b) Briefly explain the additional P's as used in the extended marketing mix for services (9 Marks)
- c) Briefly describe the following product classes giving an example for each (9 Marks)
 - i. Convenience products
 - ii. Shopping products
 - iii. Specialty products
- d) Briefly discuss how companies can react to the marketing environment (4 Marks)
- e) Vertical Marketing Systems (VMS) provide channel leadership and consist of producers, wholesalers, and retailers acting as a unified system. Briefly describe the various marketing systems that constitute a VMS (6 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Describe **five (5)** key functions that members of the marketing channel perform. (10 Marks)
- b) Market targeting can be carried out at several different levels. Discuss the different market targeting strategies that a company can adopt (12 Marks)
- c) Briefly explain the following marketing principles (8 Marks)
- i. Positioning
 - ii. Market targeting
 - iii. Differentiation
 - iv. Market segmentation

[TOTAL MARKS = 30]