

2ND SEM. 2005/2006

PAGE 1 OF 3



UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN HOME
ECONOMICS AND HOME
ECONOMICS EDUCATION [TEXTILE
AND APPAREL DESIGN
MANAGEMENT] YEAR V**

COURSE CODE : TAD 506

**TITLE OF PAPER : INTRODUCTION TO MARKETING,
ADVERTISING AND PROMOTION**

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE (1)
AND ANY OTHER (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

PAGE 2 OF 3

Question 1[Compulsory]

- a) Before delving too deep into the study of marketing, it is worth pausing to consider the different types of market that exist. Name and explain the different types of markets. [10 marks]
- b) Market targeting is considered the second stage of the market segmentation process. There are three main types of targeting. Name and explain with diagrams. [10 marks]
- c) Each layer of marketing intermediaries that performs some work in bringing the product to its final buyer is a "channel level". Use the figure/diagram to show some examples of channel levels for consumer marketing channels: [10 marks]
- d) To generate sales and profits, the benefits of products have to be communicated to customers. A business' total marketing communications programme is called the **promotional mix** and consists of a blend of: I) name and briefly define them and, II) explain the three main objectives of product promotion. [10 marks]

[Total marks = 40]

Question 2

- a. There are five main stages in a well-managed advertising campaign. Name all the **five** stages and discuss only two such advertising campaign. [10 marks]
- b. Explain your understanding of The Market Mix-The "4P's" [10 marks]
- c. PLC - Product Life Cycle. Use a diagram to show the Stages in the Product Life Cycle (to help us understand the changes, in the revenue that is made, as you go through the different stages of selling a product, from the beginning, to the end).

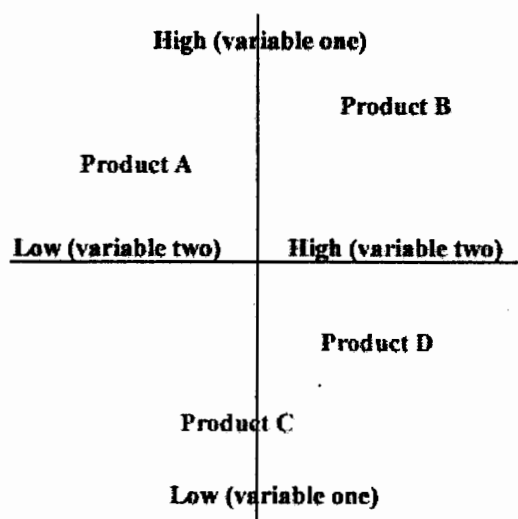
[10 marks]
[Total marks = 30]

Question 3

- a. Before undertaking an advertising campaign, marketers should be able to answer two key questions :*(1) Why are we advertising? And (2) what are we advertising? Explain why and what should a business advertise?*
[10 marks]
- b. Name the four main commonly used bases for Market Segmentation in a potential market.
[10 marks]
- c. The marketing environment surrounds and impacts upon the organization.
I) There are three key perspectives on the marketing environment, namely:
II) What is PEST Analysis?
[10 marks]
[Total marks = 30]

Question 4

- a) **SWOT** analysis is a tool for auditing an organization and its environment. What is **SWOT Analysis**?
[10 marks]
- b) The four main pricing policies/strategies are: I) name and explain them. II) Discounts and allowances are introduced to reward customers for certain responses. Define these terms: Cash Discounts; Quantity discount; and Seasonal Discount
[10 marks]
- c) Products or services are 'mapped' together on a '**positioning map**'. This allows them to be compared and contrasted in relation to each other. Use the seven vehicles (Ferrari, BMW, Hyundai, Mercury, Cougar, Daewoo) provided to mapped up their position in market (use the basic positioning template as a guide)



[10 marks]
[Total marks = 30]