



2ND SEM. 2008/2009

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN
TEXTILE AND APPAREL DESIGN
MANAGEMENT AND FOOD
SCIENCE, NUTRITION AND
TECHNOLOGY 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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GRANTED BY THE CHIEF INVIGILATOR**

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW

SHOPRITE SUPERMARKET

Shoprite is one of the leading retailers in the city of Mbabane. It is situated at the Swazi Plaza, which is an ideal location as it is in the city centre. Within close proximity to its location are the bus rank, commercial banks, furniture shops and clothing stores. Shoprite is an all service supermarket. It offers a wide variety of products through several departments to cater for all needs and wants of its customers. Products offered include essentials such as fruits and vegetables, dairy, confectioneries, butchery, groceries and other household necessities. Non-essentials include an entertainment department, which offers music and video, children's toys and stationery. There is also a clothing section that offers shoes, ladies and gentlemen clothing.

Shoprite has recently been experiencing stiff competition from existing and new comers in the retail industry. The major competitor is the Spar supermarket located at Emphalwini Mall just a stone throw away from the plaza. Although the Spar supermarket is slightly smaller in size, and offers a lesser variety of products than Shoprite, it has managed to capture a larger portion of the market share. The Spar supermarket has become the favourite shopping place for many consumers, some of whom were once Shoprite's loyal customers. This has baffled Shoprite management, as there are no significant differences in the two retail stores.

You have been hired as a marketing consultant to advise Shoprite's management.

QUESTION 1

- a) Briefly explain, with examples, how "needs" are different from the "wants". [10 marks]
- b) What could be causing the migration of Shoprite's customers to the Spar Supermarket? [10 marks]
- c) Advise Shoprite's management on marketing activities that can be pursued to regain market share leadership. [10 marks]
- d) Is it advisable for Shoprite to have a clothing department in the same floor as a Food Department? [10 marks]

[Total Marks = 40]

QUESTION 2

- a) Name and discuss six (6) major actors in the company's micro-environment. [6 x 3 = 18]
- b) Define the term marketing management. [2 marks]
- c) List and discuss five (5) marketing management philosophies used by most companies. [5 x 2 = 10]

[Total Marks = 30]

QUESTION 3

- a) Name and discuss two kinds of plans Swaziland Meat Industries is likely to have. [5 marks]
- b) List and discuss in detail five (5) steps in strategic planning of any company. [5 x 3 = 15]
- c) By means of a well labeled diagram, show the four P's of the marketing mix of any company. [5 x 2 = 10]

[Total Marks = 30]

QUESTION 4

- a) List and discuss five (5) stages consumers pass through in buyer-decision process. [5 x 3 = 15]
- b) By means of a well labeled chart, show steps in market segmentation, targeting and positioning. [5 x 3 = 15]

[Total Marks = 30]