

2ND SEM, 2010/2011



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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN FOOD
SCIENCE, NUTRITION AND
TECHNOLOGY AND TEXTILE,
APPAREL DESIGN AND
MANAGEMENT YEAR IV**

COURSE CODE : TADM 408

TITLE OF PAPER : PRINCIPLES OF MARKETING

TIME ALLOWED : TWO (2) HOURS

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

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GRANTED BY THE CHIEF INVIGILATOR**

PRINCIPLES OF MARKETING**QUESTION 1**

- a) List and discuss four (4) external factors in setting prices. $4 \times 3 = 12$
- b) Name and discuss four (4) marketing communication mix or promotion mix used by most companies. $4 \times 3 = 12$
- c) Describe three (3) major trends and forces that are changing the marketing landscape in this era. $3 \times 3 = 9$
- d) After studying principles of marketing, what are your comments about Manzini city street vendors, Manzini market, Mbabane city street vendors and old bus rank vendors? Discuss. 7

[TOTAL MARKS 40]**QUESTION 2**

- a) List and discuss five (5) core marketing concepts. $5 \times 3 = 15$
- b) Name and discuss five (5) major actors in the company's macro-environment. $5 \times 3 = 15$

[TOTAL MARKS 30]**QUESTION 3**

- a) The company must study its customer markets closely. List and discuss five (5) types of customer markets a company is likely to operate with. $5 \times 2 = 10$
- b) Name and discuss in detail three (3) steps in strategic planning in any organization. $3 \times 3 = 9$
- c) What have you gained by studying principles of marketing as an unemployed person? 11

[TOTAL MARKS 30]**QUESTION 4**

- a) List and discuss four (4) personal factors that affect consumer buying behaviour. $4 \times 3 = 12$

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b) Marketing has critics and defenders. Discuss five (5) major social criticism of marketing.
 $5 \times 2 = 10$

c) Name and discuss two (2) movements or issues that came up due to marketing and society.
 $2 \times 4 = 8$

[TOTAL MARKS 30]