



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN ACCOUNTING

PART I SECOND SEMESTER EXAMINATION

PRINCIPLES OF MARKETING [BAC 1205]

JUNE 2023

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

QUESTION 1

Carry out an environmental scanning for an organisation of your choice clearly outlining how the selected firm is affected by intrafirm, micro and macro influences. [25 MARKS]

QUESTION 2 [25 MARKS]

- a. Explain the stages of the marketing research process [10 MARKS]
- b. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want. Briefly explain levels of a product. [15 MARKS]

QUESTION 3

Explain the following marketing concepts highlighting key characteristics and features:

Product concept	[5 MARKS]
Production concept	[5 MARKS]
Societal marketing concept	[5 MARKS]
Selling concept	[5 MARKS]
Relationship marketing concept	[5 MARKS]

QUESTION 4

Discuss the main factors which can influence the way consumer perceive products and services available in the marketplace. [25 MARKS]

QUESTION 5

- a. Briefly explain five basic ways that can be used ^{by} a firm when segmenting its market. [10 MARKS]
- b. Use the 7Cs framework to explain how an organisation can evaluate the effectiveness of its website. [15 MARKS]

QUESTION 6

Discuss the product life cycle concept and highlight the marketing strategies that can be applied to each stage of the product's life. [25 MARKS]

END OF EXAMINATION PAPER