



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

MARKETING 1 [BMA 1101]

FINAL EXAMINATION

MAY 2023

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. Each question carries 25 marks.
3. Begin each question on a new page.
4. Please indicate the study mode (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 (Compulsory)

Explain the following terms as used in marketing:

- a. Social Corporate responsibility (5 marks)
- b. Market segmentation (5 marks)
- c. Electronic Commerce (5 marks)
- d. Marketing mix (5 marks)
- e. Relationship marketing concept (5 marks)

QUESTION 2

Marketing environment entails the composition of all the factors affecting the market, marketing system and functions related to marketing, discuss different layers of marketing environment using an organization of your choice. (25 marks)

QUESTION 3

Briefly explain the 5 marketing concept. Give an example of an organization that has effectively used these marketing concepts. (25 marks)

QUESTION 4

- a. Discuss the role of segmentation in the practice of marketing. (15 marks)
- b. Evaluate the importance of Social Corporate Responsibility in marketing. (10 marks)

QUESTION 5

State and explain the factors that affect consumer behaviour process. (25 marks)

QUESTION 6

Discuss the challenges and advantages that new communication technologies (ITC) have created for marketers. (25 marks)