



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**MARKETING 2 [BMA 1202]**

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)**

Customer Relationship Management is the establishment, development, maintenance and optimization of long-term mutually valuable relationships between consumers and organizations. Discuss the purpose of Customer Relationship Management. (25 marks)

### **QUESTION 2**

Discuss the different steps of the New Product Development process that an organization goes through before introducing a product into a market. (25 marks)

### **QUESTION 3**

Analyze any five international marketing entry strategies marketers may use when venturing into international markets. (25 marks)

### **QUESTION 4**

Discuss briefly the marketing terms:

- a. Boston Consulting Group (BCG) MATRIX (5 marks)
- b. Porter's Value Chain Model (5 marks)
- c. Product Life Cycle (5 marks)
- d. International Marketing (5 marks)
- e. Relationship Marketing (5 marks)

### **QUESTION 5**

The role of marketing can be further explained considering its role in a firm and in an economy. Discuss the international marketing advantages and disadvantages. (25 marks)

### **QUESTION 6**

- a. Explain the importance of relationship marketing in organisations. (10 marks)
- b. Evaluate how business markets differ from consumer markets. (15 marks)