



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING
PRINCIPLES OF MARKETING 2 [BMA 1202]**

FINAL EXAMINATION

SEPTEMBER 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 three printed pages including the cover page

QUESTION 1 (COMPULSORY)

Using appropriate examples of products of your choice and illustrations, discuss the marketing implications of the following concepts:

- a) The BCG matrix (10 marks)
- b) Relationship marketing (7 marks)
- c) The Product Life Cycle (8 marks)

QUESTION 2

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 3

- a. Discuss the motivations for an organization going into international markets. (10 marks)
- b. Critically discuss any five (5) methods of going into international markets. (15 marks)

QUESTION 4

Discuss the Importance of ethics in marketing and highlight the unethical issues. (25 marks)

QUESTION 5

Discuss the applicability of the Ansoff matrix to an organization of your choice. Please provide practical applications of each. (25 marks)

QUESTION 6

Discuss the stages in the new product development process. (25 marks)