



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**PRINCIPLES OF MARKETING 2 [BMA1202]**

**FINAL EXAMINATION**

**APRIL 2025**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. All Questions carry 25 marks each
3. Begin each question on a new page.

**INFORMATION**

1. This examination paper contains six [6] questions.
2. Marks per question are as indicated.
3. Questions may be attempted in any order.
4. This paper consists of three printed pages including the cover page

### **QUESTION 1 (COMPULSORY)**

- a) Using appropriate examples of products of your choice and illustrations, define branding and explain its significance in both the product and service industries highlighting 3 KEY reasons why companies brand their products and services. **[15 marks]**
- b) Branding is essential for businesses in both the product and service industries. It builds trust, creates a competitive edge, and strengthens customer loyalty. Identify and briefly explain ten (10) effective branding strategies that are available for implementation by a well-known company of your choice. **[10 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**

Using the BCG Matrix, analyze the product portfolio of a well-known named Zimbabwean company of your choice in the telecommunication, beverages manufacturing or financial services. Justify why you place specific products in the respective BCG quadrants. **[25 marks]**

### **QUESTION 4**

Apply the Ansoff Matrix to a Zimbabwean retail company looking to expand. Provide practical examples for each quadrant (Market Penetration, Market Development, Product Development, and Diversification). **[25 marks]**

### **QUESTION 5**

- 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 6**

Using Hofstede's cultural model, explain how cultural differences between countries can create challenges in international marketing. Provide relevant case studies. **[25 marks]**