



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

PRINCIPLES OF MARKETING 2 [BMA 1202]

FINAL EXAMINATION

APRIL 2024

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)

Discuss the marketing plan components and explain its importance.

[25 marks]

QUESTION 2

Apply the Ansoff matrix components to any organization of your choice giving practical examples.

[25 marks]

QUESTION 3

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 4

Explain the concept of ethics and social responsibility in marketing.

[25 marks]

QUESTION 5

Discuss Porter's generic competitive strategies and how they can be applied by firms. Please provide appropriate examples on each strategy.

[25 marks]

QUESTION 6

There are many ways to think about culture. Dutch management professor Geert Hofstede refers to culture as the "software of the mind".

Discuss Hofstede's 6 key Cultural Dimensions, highlighting the international marketing dimension.

[25 marks]