



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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 startup is launching a new eco-friendly beverage. Develop a basic branding strategy, considering elements such as brand positioning, identity, and messaging. **[25 marks]**

QUESTION 2

Relationship marketing is a strategic approach that focuses on building and maintaining long-term relationships with customers rather than just acquiring new ones.

Using practical examples of known brands, discuss benefits of relationship marketing in building strong brand loyalty. **[25 marks]**

QUESTION 3

Discuss approaches companies in Zimbabwe strategically respond to the competitive pressures identified in Porter's Five Forces Model. Provide specific examples. **[25 marks]**

QUESTION 4

- a) A luxury fashion brand wants to improve customer retention and engagement. Using the IDIC model, explain how the brand can identify, differentiate, interact, and customize its customer approach to build long-term relationships. **[15 marks]**
- b) Explain briefly the various factors for choosing the right CRM Model for a Business and the challenges encountered in implementing the CRM Models. **[10 marks]**

QUESTION 5

Discuss the following generic competitive strategies developed by Porter.

- I. Cost leadership **[8 marks]**
- II. Differentiation strategy **[9 marks]**
- III. Focus strategy **[8 marks]**

QUESTION 6

Discuss the reasons why companies choose to engage in international marketing. Provide examples of businesses that have successfully expanded globally. **[25 marks]**