



Gwanda State University

Faculty of Business Science and Management
Department of Marketing

MODULE: PRINCIPLES OF MARKETING 1

CODE: BMA1101/BAC1205

JUNE 2026

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **four** questions **only**.
 2. Each question carries 25 marks
 3. Start a new question on a fresh page
 4. Total marks 100
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QUESTION 1

(a) Explain the AIDA model of advertising and its application in promotional campaigns.

[8 marks]

(b) With reference to examples, explain any five (5) roles of social media in modern advertising strategies.

[17 marks]

QUESTION 2

(a) Explain any five (5) key factors that contribute to new product success or failure. [15 marks]

(b) With reference to any new product of your choice, demonstrate how a company can minimize the risk of new product failure.

[10 marks]

QUESTION 3

(a) What is the customer loyalty ladder?

[3 Marks]

b) With reference to examples, describe the typical stages in this ladder

[21 Marks]

QUESTION 4

With reference to specific goods and/or services, explain the basic 4 'Ps' of the marketing mix.

[25 marks]

QUESTION 5

(a) Justify the relevance of a marketing department in any economic activity of your choice.

[15 marks]

(b) Explain any five (5) differences between transactional and relationship marketing.

[10 marks]

QUESTION 6.

(a) Compare and contrast the cost-based and value-based pricing strategies.

[15 marks]

(b) With reference to examples, explain how a company can determine the optimal price for its product using these approaches?

[10 marks]

END OF EXAMINATION!