



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

PRINCIPLES OF MARKETING 1 [BMA1101]

FINAL EXAMINATION

DECEMBER 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.

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)

“The marketing mix (7Ps) has been a vital tool in traditional marketing” Critically analyse how sustainability marketing modifies the traditional 7Ps of marketing (price, product, promotion, place, people, physical evidence, and process) to align with sustainability goals. Provide specific examples for each element. [25 marks]

QUESTION 2

“Marketing environment entails the composition of all the factors affecting the market, marketing system and functions related to marketing” Discuss different layers of marketing environment using an organization of your choice. [25 marks]

QUESTION 3

- i. With the aid of diagrams, explain the Product Life Cycle (PLC) and its different stages. [12 marks]
- ii. Critically discuss the strategies companies should adopt at each stage of the PLC to maximize product profitability. [13 marks]

QUESTION 4

- i. Explain the concept of the 7 Ps framework in services marketing. [12 marks]
- ii. Discuss why the extended 3 Ps (People, Process, Physical Evidence) are crucial for service marketing success. [13 marks]

QUESTION 5

- i. Discuss the role of segmentation in the practice of marketing. [15 marks]
- ii. Evaluate the importance of Social Corporate Responsibility (SCR) in marketing. [10 marks]

QUESTION 6

Explain the factors that affect consumer behaviour process. [25marks]