SUBJECT & CODE: INTRODUCTION TO MARKETING (MARK2MK)

INFORMATION & INSTRUCTIONS:

DURATION: TWO (2) HOURS       TOTAL MARKS: 100

INTERNAL EXAMINER : MR SS SONI
                   MIS L ELLIS

EXTERNAL EXAMINER: DR AS GANI

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTEREST TO WRITE LEGIBLY AND IN INK.

- PLEASE ANSWER 2 QUESTIONS ONLY
- EACH QUESTION CARRIES EQUAL MARKS

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES. PLEASE ENSURE THAT YOU HAVE THEM BOTH.
QUESTION 1 (50 Marks)

Using examples explain the marketing research process.

QUESTION 2 (50 Marks)

a) Products in the maturity stage of the product life cycle do not necessarily slip directly into decline and ultimate elimination. Name five of the strategies that marketing managers can use to extend product life cycle. (25 marks)

b) Define a ‘target market’ and the three strategies for selecting target markets. Describe the advantages and disadvantages for each targeting strategy. (25 marks)

QUESTION 3 (50 Marks)

Define personal selling. Discuss the advantages of personal selling over the other forms of promotion. Fully discuss the 7 steps in the personal selling process, using an example to illustrate your answer.

QUESTION 4 (50 Marks)

a) Define repositioning and justify why a brand may need to be repositioned. Use examples to supplement your discussion. (25 marks)

b) Discuss the consumer decision making process. Use examples to supplement your discussion. (25 marks)