



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

AFRICAN PHILOSOPHY IN MARKETING

HMKT 211

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Colonialism changed the worldviews of African people and brought the emergence of Philosophy in Africa. Examine the impact of these two interlinked concepts on the African people.
[25 Marks]
2. Analyze the value of Ubuntu in the study and practice of Marketing.
[25 Marks]
3. Assess the role of individual-community relationship in Marketing to an organization of choice.
[25 Marks]
4. Analyze how the concept of Morality and Moral Values help shape the marketing strategies of a company of your choice.
[25 Marks]
5. Discuss the role of cultural identity in Marketing by a company of your choice in Zimbabwe.
[25marks]
6. Examine the role of business ethics in marketing in Zimbabwe.
[25 Marks]

END OF PAPER