



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

TOTAL QUALITY MANAGEMENT

HMKT 212

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. Discuss the importance of quality to a company of your choice in Zimbabwe. [25 Marks]
2. Examine the steps in the marketing research process. [25 Marks]
3. Analyze the role of marketing intelligence in an organization of choice. [25 Marks]
4. Assess how any **two** techniques of quality management help improve the quality of products of a company of your choice. [25 Marks]
5. Discuss how a company can utilize marketing information systems to gain competitive advantage. [25marks]

Examine the role of business ethics in marketing intelligence in Zimbabwe.
[25 Marks]

END OF PAPER