



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
PUBLIC ADMINISTRATION**

PUBLIC SECTOR MARKETING PRACTICES

HPAD 209

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. Explain how understanding of consumer behaviour may improve marketing operations in public sector organizations. (25marks)

2. Compare and contrast the pull and push distribution strategies as applied in public sector marketing. (25marks)

3. Discuss the product life cycle process, showing the marketing strategies you would use at each stage. (25marks)

4. Discuss any 5 major constraints faced by government in promoting exports by parastatals in Zimbabwe. (25marks)

5. Discuss the major reasons for using marketing concept instead of sales concept in the public sector. (25marks)

6. Examine marketing communications tools relevant to public sector organisations. (25 marks)

END OF PAPER