



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN
MARKETING
PRINCIPLES OF MARKETING 2

HMKT 108

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: JUNE 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
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1. Discuss any 5 components of marketing according to CIMA. (25marks)
2. Examine any 5 pricing strategies used by marketers in the goods and service industry (25 marks)
3. Explain reasons why companies decide to engage in International marketing. (25 marks)
4. Explain the stages in the Buyer decision process (25 marks)
5. The Product Life Cycle is derived from the organic metaphor that “all living things are born, they grow and inevitably die”. With the aid of a diagram, examine how a marketing manager may use marketing strategies to influence the life of a product. (25 marks)
6. Discuss the major reasons why Inter-Africa and Tamuka Bus companies decide to cross borders to Zambia and South Africa. (25)

END OF PAPER