



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS
MANAGEMENT**

PRINCIPLES OF MARKETING

HBUM 114

PART 1 SEMESTER 1

Total Marks [100]

DATE: FEBRUARY 2023

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. Examine the functions of a marketing department in an organization of your choice. (25)

2. ‘Digital media are changing the landscape of marketing communication’. Evaluate this assertion citing relevant examples. (25)

3. Discuss the view that an organization’s marketing mix determines its survival and success. (25)

4. Explain any 5 external factors that a marketing manager should consider when launching a new product on the market. (25)

5. Explain the following concepts in relation to marketing:
 - (a) Need (5 marks)
 - (b) Product positioning (5 Marks)
 - (c) Segmentation (5 Marks)
 - (d) Consumer value (5 Marks)
 - (e) Branding (5 Marks)

6. Examine any 5 challenges faced by Marketing Managers in contemporary Zimbabwe. (25)

End of Paper