



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: APRIL 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. Citing examples explain any one philosophy in the evolution of marketing. (25)
2. Explain any 5 artificial barriers that the Zimbabwean government is using to restrict imports and stimulate exports. (25)
3. Using SWOT, analyze the performance of a business entity of your choice. (25)

4. a) Citing examples explain the Product life Cycle. (15)
b) Explain the challenges a company may face in developing new products. (10)

5. Explain the four major segmenting variables for consumer markets. (25)

6. With the aid of examples, discuss the 5 P's of marketing. (25)

END OF PAPER