



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: OCTOBER 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 the product life cycle (PLC) and highlight the practical problems of applying the concept of PLC in the real world situation (25)
2. Discuss any five methods of market segmentation. (25)
3. a) Explain the BCG Growth Share Matrix. (15)
b) Explain the limitations of the BCG matrix. (10)
4. Discuss the notion that digital media are changing the landscape of marketing communications. (25)
5. i) Explain the term branding. (5)
ii. Explain the benefits that an organisation may derive from branding (20)
6. Explain the following market terms:
 - i. Market segmentation (5)
 - ii. Product positioning (5)
 - iii. Market targeting (5)
 - iv. Branding (5)
 - v. Promotion (5)

END OF PAPER