



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**TOURISM AND HOSPITALITY MANAGEMENT, PROFESSIONAL COOKERY
AND BAKERY**

SUBJECT: Principles of Marketing

PAPER NO: 534/S12

DURATION: 3 Hours

MARCH/APRIL 2014 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five questions

This paper consists of 2 printed pages.

QUESTION 1

Critically analyse the application of societal marketing concept to contemporary marketing giving relevant examples. (20 marks)

QUESTION 2

Examine the main basis of segmenting consumer markets. (20 marks)

QUESTION 3

Explain any five individual factors affecting consumer behaviour. (20 marks)

QUESTION 4

Illustrate and explain the product life cycle concept. (20 marks)

QUESTION 5

Explain the following term as used in marketing:-

- (a) macro environment
- (b) marketing research
- (c) publics
- (d) optional feature pricing
- (e) distribution intensity (20 marks)

QUESTION 6

Evaluate any five internal factors that an organisation has to consider when setting prices. (20 marks)

QUESTION 7

Briefly examine factors to be considered in selecting the promotion mix. (20 marks)

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