



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**TOURISM AND HOSPITALITY MANAGEMENT / PROFESSIONAL
COOKERY AND BAKERY STUDIES**

SUBJECT: Principles of Marketing

PAPER NO: 534/S12

OCTOBER/NOVEMBER 2012 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions.

This paper consists of 2 printed pages.

QUESTION 1

Examine philosophies which have led to the evolution of marketing.
(20 marks)

QUESTION 2

Discuss the impact of political and economic factors when marketing hospitality products.
(20 marks)

QUESTION 3

Evaluate the marketing research process when solving a marketing problem being faced by an organisation of your choice.
(20 marks)

QUESTION 4

By way of a diagram, illustrate and explain factors affecting segment structural attractiveness.
(20 marks)

QUESTION 5

Explain the five (5) stages of the buying decision making process.
(20 marks)

QUESTION 6

- a) Justify why your organisation may charge low prices.
(10 marks)
- b) Evaluate the importance of branding of hospitality products.
(10 marks)

QUESTION 7

- a) Examine any two (2) intensities of distribution that may be adopted by your organisation.
(10 marks)
- b) Analyse any four (4) marketing communication mix elements which may be adopted by organisations.
(20 marks)

...../pm