



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

ACCOUNTANCY, MARKETING, PURCHASING AND SUPPLY

SUBJECT: Principles of Marketing

PAPER NO: 531/S01

OCTOBER/NOVEMBER 2013 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any FIVE (5) questions.
2. Each question carries 20 marks.

This paper consists of 2 printed pages.

QUESTION 1

- a) Illustrate and explain the various stages of new product development process. (10 marks)
- b) How can test marketing be helpful in launching new products? (10 marks)

QUESTION 2

- a) Identify and explain the major objectives of advertising. (10 marks)
- b) Explain any three (3) sales promotion tools. (10 marks)

QUESTION 3

Outline the main characteristics that distinguish services from physical products. Explain how tangibility can be introduced into services. (20 marks)

QUESTION 4

Briefly explain the following marketing terms:

- a) Marketing intelligence (5 marks)
- b) Differentiated marketing (5 marks)
- c) Cognitive dissonance (5 marks)
- d) Discriminatory pricing (5 marks)

QUESTION 5

“The product life cycle is derived from the organic metaphor that all living things are born, they grow and inevitably die”.

Identify and explain the limitations of the product life cycle. (20 marks)

QUESTION 6

As the Marketing Manager of Savemor Supermarkets, highlight the major factors that influence buyer behaviour. (20 marks)

QUESTION 7

Giving relevant examples, explain the buying decision making process. (20 marks)

QUESTION 8

Discuss the criteria for effective market segmentation. (20 marks)

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