



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

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

SUBJECT: Principles of Marketing

PAPER NO: 534/15/S12

DURATION: 3 hours

MARCH/APRIL 2021 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions.

This paper consists of 3 printed pages.

QUESTION 1

- a) Differentiate the activities of the marketing concept oriented firm from those of selling oriented firm. (5 marks)
- b) Highlight three managerial challenges of the intangibility nature of services and how to overcome them. (5 marks)
- c) Explain the impacts of any five economic environment variables on the firm's marketing operations. (10 marks)

QUESTION 2

- a) Explain the usefulness of the following pricing strategies:
 - i) Penetration pricing (4 marks)
 - ii) Skimming pricing (4 marks)
 - iii) Market/going rate pricing (4 marks)
- b) Describe any four functions of the distribution channel. (8 marks)

QUESTION 3

- a) Outline five elements in consumer decision making unit. (5 marks)
- b) Describe the following consumer behaviour models:
 - i) Black-box model (3 marks)
 - ii) Personal-variable model (2 marks)
- c) Outline the type of data gathered in the following researches:
 - i) Market research (5 marks)
 - ii) Competitor research (5 marks)

QUESTION 4

- a) Justify segmentation activity for the hospitality service. (5 marks)
- b) Describe types of business market segmentation and their relevant variables. (9 marks)
- c) Outline any six (6) tenets of a good segment. (6 marks)

QUESTION 5

- a) Make a detailed objection of advertising activity. (10 marks)
- b) Define marketing information system and examine its four pillars. (10 marks)

QUESTION 6

- a) Identify and explain the challenges that arise from the use of product life cycle theory by Butler 1980. (10 marks)
- b) Explain the stages in the product adoption process in the Consumer Buying Behaviour Analysis. (10 marks)

QUESTION 7

Briefly explain the following marketing terms:

- a) Merchandising (4 marks)
- b) Positioning (4 marks)
- c) Electronic marketing (4 marks)
- d) Marketing intelligence (4 marks)
- e) Sales promotion (4 marks)

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