



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

SALES AND MARKETING MANAGEMENT

MODULE: Essentials of Marketing

PAPER NO: 341/22/M05

DURATION: 3 Hours

NOVEMBER / DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start each question on a fresh page.**

QUESTION 1

Examine any five (5) functions of the marketing department in the organisation.
(20 marks)

QUESTION 2

Describe the evolution of the marketing concepts.
(20 marks)

QUESTION 3

Outline any five (5) benefits of market research to the organisation.
(20 marks)

QUESTION 4

Explain any five (5) forms of green marketing that are practiced by marketers.
(20 marks)

QUESTION 5

Examine any five (5) characteristics of marketing information system.
(20 marks)

QUESTION 6

Describe any five (5) micro-environmental factors that affect any organisation of your choice.
(20 marks)

QUESTION 7

Discuss any four (4) personal factors that affect consumer behaviour.
(20 marks)

...../pm