



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

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

SUBJECT: Principles of Marketing

PAPER NO: 534/15/S12

DURATION: 3 Hours

MARCH/APRIL 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.

PAPER NO: 534/15/S12 – PRINCIPLES OF MARKETING

QUESTION 1

- a) Distinguish between the selling concept and the marketing concept. (8 marks)
- b) Explain any four (4) characteristics of a service that distinguishes it from physical products. (12 marks)

QUESTION 2

- a) Analyse the macro-environmental factors that affect business operations. (10 marks)
- b) Examine the elements of the extended marketing mix. (10 marks)

QUESTION 3

Justify any two (2) strategies that can be implemented by a marketer at each stage of the product life cycle. (20 marks)

QUESTION 4

Explain any five (5) promotional mix elements that may be implemented to reach and engage customers. (20 marks)

QUESTION 5

- a) Examine the benefits and challenges of the following pricing strategies:
 - i) Cost – plus pricing (2 marks)
 - ii) Competitive pricing (2 marks)
 - iii) Loss leader pricing (2 marks)
 - iv) Psychological pricing (2 marks)
 - v) Value based pricing (2 marks)
- b) Assess the three (3) distribution intensity strategies that an organisation may decide to adopt. (10 marks)

PAPER NO: 534/15/S12 – PRINCIPLES OF MARKETING

QUESTION 6

- a) Explain any five (5) components of a Marketing Information System (MIS).
(10 marks)
- b) Examine how a hospitality business can gain competitive advantage over others.
(10 marks)

QUESTION 7

- a) Analyse any five (5) requirements for segmenting consumer markets.
(10 marks)
- b) Explain any five (5) factors which affect consumer buying behaviour.
(10 marks)

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