

**UGANDA MARTYRS UNIVERSITY  
FACULTY OF BUSINESS ADMINISTRATION AND  
MANAGEMENT**

**PRINCIPLES OF MARKETING  
(SUPPLEMENTARY/ SPECIAL)**

**Examination**

**2013 - 2014**

**BAM II – NKOZI CAMPUS**

**Date: 13<sup>th</sup> / 08/ 2014**

**Time allowed: 3 hours**

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**Instructions**

1. Do not write anything on the question paper
  2. Attempt any four questions
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1. a) write short notes on the following:

- The goal of marketing ( 2 marks)
- Market segmentation (3 marks)
- Direct and indirect distribution (4 marks)
- Pull and push strategies in promotion (4 marks)
- Macro marketing environment (4 marks)
- Price skimming and price bundling (4 marks)
- Factors affecting consumer behavior (4 marks)

2 a) Discuss the marketing research process. (15 marks)

b) Discuss the uses for marketing information systems (10 marks)

3. A company can obtain new products in two ways that is through acquisition by buying the whole company, patent, or license to produce someone's product. The other is through new product development in company's own research and development. Discuss the new product development process. (25 marks)

4. (a) what are the types of E-markets (3 marks)

(b) Discuss the major forces shaping the digital age (12 marks)

(c) Explain the benefits of E- commerce to the buyer (10 marks)

5. You are the sales manager at Unilever (u) limited and your department is developing a sales promotion plan for its products. Discuss what will be the contents of that plan? (25 marks)

6. Ethics is the inner guiding morals, principles, beliefs and values that people use to analyze and interpret situations and then decide what is the "right" or "wrong" appropriate way to behave.

Most general areas of marketing practice generate or provoke substantial ethical comments, debates and discussions. Discuss some of the marketing areas that provoke ethical debates and what is the cost of unethical behavior to a company. (25 marks)