

**UGANDA MARTYRS UNIVERSITY, NKOZI/LUBAGA
CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCES

BSC ACC & FIN (PT) 2019

COURSE UNIT: PRINCIPLE OF MARKETING

Date: 2nd February, 2020

Time allowed: 3 Hours

Instructions to Candidates:

Read the following before answering the examination questions.

- 1) Do not write anything on this question paper.
- 2) Write neatly and show all workings clearly.
- 3) Start every question on a new page
- 4) Clearly state the question number & sections attempted
- 5) Answer **any four** questions, all questions carry equal marks

QUESTION ONE

- a) Define marketing and explain its components. (8marks)
- b) Explain the role marketing plays in individual firms and society as a whole. (10marks)
- c) Why does marketing cost so much? Is marketing worth it?(7marks)

QUESTION TWO

- a) Describe any two models marketers use to analyze their internal environment.(10marks)
- b) Describe external marketing environmental factors that marketers have to deal with when formulating strategies. (5marks)

QUESTION THREE

- a) Describe different types of product strategies and market entry strategies that companies pursue.(12 marks)
- b) Explain how Strategic Business Units (SBUs) are evaluated using the Boston Consulting Group matrix(13 marks)

QUESTION FOUR

- a) You need to conduct research on consumer acceptance for a new product OR to devise means on how to increase sales for the existing product/service. Describe the process you would go through to conduct your research? (10marks)
- b) Give and explain different classes of consumer goods(8marks)
- c) Describe the any three approaches marketers use to set a competitive prices(7marks)

QUESTION FIVE

- a) With an illustration, explain the concept of product life cycle clearly relating product sales and profitability over time. Suggest at least two practical product strategies at each stage.(12marks)
- b) Explain four ways a firm can enter into a foreign market(8marks)
- c) Describe different levels of brand acceptance for a typical product/service(5marks)

QUESTION SIX

Write short notes on the following

- I. The five components of promotional marketing mix(5 marks)
- II. Factors responsible for the continued occurrence of distribution channel conflicts(5 marks)
- III. Step by step process for a new product development(5 marks)
- IV. Distinguish market targeting from market positioning(5 marks)
- V. Maslow's hierarchy of needs in relation to how companies market to consumers(5 marks)

GOOD LUCK