

UGANDA MARTYRS UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

**COURSE: BSC. ACCOUNTING & FINANCE (PT) ONE
MODULE: MARKETING PRINCIPLES AND
STRATEGIES**

END OF SEMESTER ONE EXAMINATION

Oct. 21st 2023;

DURATION: 3HOURS

Instructions:

- Attempt any FOUR questions in this paper.
- All questions carry equal marks
- Use of relevant examples may be rewarded bonus marks.

Qn. 1. The Internet is rapidly changing the way business views marketing information systems. New business models present challenges and opportunities as organizations seek to adopt "e-business" methodologies and the search for competitive advantage. Organizations of all sizes are feeling the "ripple effect" of Internet-enabled customers, supply chains, and competitors. This pressure is particularly acute in the marketing function where information is increasingly becoming the key to creating superior customer value.

- a) i) Explain the meaning of the term 'Marketing Information Systems'. (5 marks)
- ii) Giving an example in each case, explain any FOUR benefits businesses enjoy from using Marketing Information Systems. (8 marks)
- b) Describe any FOUR advantages of using online advertising. (8 marks)
- c) Identify any FOUR techniques of collecting data during market research. (4 marks)

Qn. 2. You intend to start a money lending business in your hometown after discovering that most of the people in the community cannot access commercial bank services for different reasons. While carrying out a survey, you have realized the importance of observing business ethics.

- a) Briefly explain what you understand by the term business ethics. (5 marks)
- b) Describe any FIVE business ethics that you intend to observe toward customers and FIVE towards employees. (10 marks)
- c) Explain how you think your business will benefit from observing business ethics. (10marks)

Qn. 3 Imagine you are the marketing manager of a fast-growing trading business in your home area. You have realized that following the fast-growing population, you need to strategize in order to capture a bigger population. One of the approaches you intend to use is "Market segmentation". You are now required to share with your department members about what you have planned to do.

- a) Present what you will give them as the description for Market Segmentation. (5 marks)
- b) Explain the bases for Market Segmentation you intend to use. (10 marks)
- c) Explain what you are to tell them about the different types of business markets to target in your business. (10 marks)

Qn. 4. You have just been hired by a struggling Company processing Agri products in your home area. The Company has been in operation for the last five years. The management thinks beefing up the marketing department can help in redeeming the struggling company since that department had been ignored before. As an expert in marketing;

- a) Help the management understand the distinction between market research and marketing research. (5marks)
- b) Describe the process you intend to follow when conducting marketing research for a new product. (10marks)
- c) Explain the various marketing techniques you will apply in the Company. (10 marks)

Qn. 5. a) Describe the elements of the marketing mix. (8marks)

- b) Explain the difference between selling and marketing. (5marks)
- c) Using any Three marketing models of your choice, describe how an entrepreneur can use them to evaluate his or her business. (8 marks)

Qn. 6. It's a mistake to imagine that everyone in your area of operation is a potential buyer of your goods or services. To avoid disappointment, businesses try to pre-determine their target market.

- a) Explain the factors that determine a target market population. (10 marks)
- b) Describe the different factors considered when choosing an advertising medium. (8 marks)
- c) Explain how customer satisfaction can be boosted in a business. (7 marks)

END