HARARE INSTITUTE OF TECHNOLOGY

SCHOOL OF BUSINESS AND MANAGEMENT SCIENCES

TECHNOPRENEURSHIP DEVELOPMENT CENTRE

PART 1 SEMESTER 2 EXAMINATION

HIT 1201: TECHNOPRENEURSHIP II

TIME: 3 HOURS   DATE: JULY 2021

INSTRUCTIONS TO CANDIDATES:

1. Question **ONE** (1) from Section A is **compulsory** and answer any **THREE** (3) questions from Section B

INFORMATION TO CANDIDATES:

1. **Section A carries 40 marks** while each question in **Section B** carries **20 marks.**

2. Where a question contains subdivisions, the mark value of each subdivision is shown in brackets.

3. Illustrate your answer, where appropriate, with large clearly labelled diagrams.

ADDITIONAL MATERIALS

- *None*

SECTION A – COMPULSORY

Read the case study and answer the questions that follow;

The Case study: Chapati, making the ocean blue in the clothing industry

Chapati is a Chegutu based fashionable clothing brand in Zimbabwe that offers readymade, unstitched and haute couture clothing which is considered as highly sought after within the country with millions of loyal customers across Zimbabwe and abroad. This brand has achieved height of success because of its exclusivity, trendiness, uniqueness and superior quality fabric. Other than just focusing on revenue generation this brand has an aim of improving the environment by making it free from plastic pollution. As, after oil and gas sectors, fashion and retail industries are the second largest plastic polluter across the globe.

Having said this, Chapati has introduced biodegradable bags that are infused with plant seeds in them. After using, the customers can tear the bag into small pieces and plant those pieces in soil for the seeds to germinate and contribute to making the environment greener and pollution free. This incredible idea significantly amplified the fame of Chapati among its target customers. Moreover, this initiative earned the brand huge word-of-mouth publicity and resulted in appreciation from people belonging from all walks of life. The exposure of this remarkable initiative over Instagram, Facebook, via bloggers and in-store advertising tremendously increased the brand equity of Chapati. Indeed, the initiative is considered as one of the best marketing campaigns ever run by any company in the history of Zimbabwe. When interviewed for comments about the successful marketing campaign, the Marketing Director for Chapati, Engineer Okama, highlighted that *"It is necessary for any company to scan the changing environment continuously, and change the marketing mix strategies in accordance with the trends of marketing environment, as the traditional elements of the Marketing Mix have become irrelevant in the modern world".*

QUESTION 1

a) Identify and explain, the most appropriate Marketing Evolution Concept or Philosophy that you think Chapati has adopted as per the given scenario? **[5 Marks]**

b) What kind of other benefits do you think Chapati could achieve by adopting this marketing orientation philosophy? **[10 Marks]**

c) With the aid of examples from the case, explain the marketing mix elements applied by Chapati. **[12 marks]**

d) Give your reasoned view, either agreeing or disagreeing, on the statement by Engineer Okama that "the traditional elements of the Marketing Mix have become irrelevant in the modern world". **[13 marks]**

SECTION B – ANSWER ANY THREE QUESTIONS FROM THIS SECTION

QUESTION 2

You have been approached by QRS (Pvt) Ltd as a Technical Marketing Research consultant, outline the steps involved in carrying out marketing research **[20 marks]**

QUESTION 3

a) Briefly explain any five criteria for effective market segmentation **[10 marks]**

b) Using examples, outline three strategies of target marketing **[10 marks]**

QUESTION 4

Marketing planning is not easy. There are a number of design and implementation problems involved. Elaborate any four problems faced during the marketing planning process.

[20 marks]

QUESTION 5

Using relevant examples, explain the consumer decision making process **[20 marks]**

QUESTION 6

With the aid of a clearly labelled diagram, describe the BCG Matrix **[20 marks]**

The End