

QP CODE 2035523303

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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: III

552 MG 33 MARKETING MANAGEMENT

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define Marketing. (2 Marks)
b) An Astria technology is planning to establish a tablet assembly plant in Zambia. Explain the importance of marketing using Astria as your practical example. (6 Marks)
c) Discuss the relationship of marketing with other departments in any organization of your choice. (8 Marks)
d) State the meaning of Marketing Mix. (4 Marks)
2. a) Define "Buying Behavior". (2 Marks)
b) Discuss in brief the two classifications of goods. (6 Marks)
c) Discuss in detail the Factors Influencing the Consumer Buying Decision Process. (6 Marks)
d) You have been appointed as the Chief marketing officer for ZAMBEEF. Discuss any 3 models of consumer behavior that you would use to sell meat products. (6 Marks)
3. a) Define Sales management. (2 Marks)
b) Discuss in detail the different Kinds of Sales Organization. (10 Marks)
c) Discuss in detail the differences between Goods and Services. (4 Marks)
d) You have been promoted as a Marketing manager for TOYOTA Zambia. Discuss the importance of introducing new model of cars for the company. (4 Marks)
4. a) Discuss in detail the objectives of pricing. (10 Marks)
b) Write detailed notes on the following pricing strategies.
 - i) Market Skimming pricing. (5Marks)
 - ii) Market Penetration pricing. (3Marks)
 - iii) Product-bundle pricing. (2Marks)

5. a) Discuss the advantages of advertising to any company of your choice. **(10 Marks)**
b) Discuss the disadvantages of advertising to any company of your choice. **(10 Marks)**
6. a) You have been appointed as the Agro Business Manager for ZAMSEED, Explain the Types of Marketing Research they can adopt as a company. **(10 Marks)**
b) Discuss in detail the Limitations of marketing Research. **(5 Marks)**
c) Write short notes on Niche Marketing. **(5 Marks)**
7. a) Define Product life cycle. **(2 Marks)**
b) Trade Kings Zambia plans to introduce a new beverage drink. Discuss the Stages of Product Life Cycle use the use of a diagram. **(10 Marks)**
c) Discuss the advantages of Branding products of any company of your choice. **(8 Marks)**