BIT 212|BCM 200|BUS 2323: PRINCIPLES OF MARKETING (Degree)

Instructions

i) **This exam paper contains SIX questions containing 10 marks each.**

ii) **Answer Question 1 (COMPULSORY) and any other THREE questions**

iii) **Read each question carefully before attempting.**

==

QUESTION 1

Read the Case Study and answer the questions that follow

Nike has successfully positioned itself as a premium brand that stands for performance, innovation, and celebrity endorsement. The "Just Do It" tagline, which was introduced in 1988, has become synonymous with the brand's core values and resonates with customers looking for motivation and positivity. Nike's brand positioning focuses on empowering athletes and inspiring individuals to achieve their goals, regardless of their athletic abilities.

Nike's success can be attributed to its deep understanding of its target customers - athletes, sports enthusiasts, and fashion-conscious individuals alike. By consistently identifying customers' needs and preferences, Nike has been able to develop innovative products that resonate with their target audience. The company conducts extensive market research, leveraging data analytics and consumer insights to stay ahead of trends and create customer-centric offerings.

Nike has strategically segmented its target market to cater to a wide range of consumers. The company primarily targets active individuals, athletes, and sports enthusiasts. It understands the significance of connecting with customers emotionally, whether they are professional athletes, amateurs, or fitness enthusiasts.

a) Discuss **TWO** factors that influence consumer behaviour in Nike’s target market. (4 Marks)

b) Explain **THREE** ways in which Nike may have used the components of the marketing mix in its marketing strategy (6 Marks)

QUESTION 2

a) Explain **THREE** factors that impact an organization’s marketing in the macro environment. (6 Marks)

b) Discuss **TWO** marketing challenges an organization the telecommunication industry may face. (4 Marks)

QUESTION 3

a) Explain any **TWO** stages of the product life cycle (4 Marks)

b) Describe **THREE** classes of industrial goods (6 Marks)

QUESTION 4

Market segmentation benefits a company's marketing efforts:

a) Discuss the importance of market segmentation (6 Marks)

- [illegible]

b) Using examples, explain **TWO** bases for segmenting markets (4 Marks)

QUESTION 5

a) Explain **THREE** factors that influence consumer behavior (6 Marks)

b) Describe **TWO** approaches to distribution (4 Marks)

QUESTION 6

a) Explain **TWO** elements of the promotion mix (4 Marks)

b) Describe the following concepts as used in marketing
   i) Needs (2 Marks)
   ii) Wants (2 Marks)
   iii) Demands (2 Marks)