



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management and Hospitality

MAIN PAPER

BACHELOR OF COMMERCE	PART 1 SEMESTER 1
MODULE NARRATION	PRINCIPLES OF MARKETING
CODE	HMM 111/112
DATE	2024
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER **ANY FOUR** QUESTIONS
2. **ALL** QUESTIONS CARRY **25 MARKS** EACH
3. AS MUCH AS POSSIBLE **CITE RELEVANT** EXAMPLES

QUESTION 1

Examine the key components of the holistic marketing orientation

25

marks

QUESTION 2

Demonstrate your understanding of the I.H.I.PO acronym as it pertains to the marketing of services.

25 marks

QUESTION 3

Discuss the merits and demerits of digital marketing in Zimbabwe.

25 marks

QUESTION 4

The 4ps of marketing are regarded as, the holy quadruple of marketing faith written in tablets of stone (1986). Discuss how marketers can effectively and efficiently make use of the 4ps to achieve sustainable competitive advantage.

25 marks

QUESTION 5

Examine how a market oriented firm can be characterized.

25 marks

QUESTION 6

Discuss the role of the marketing function in the society.

25 marks

End of Examination