

**NATIONAL UNIVERSITY OF LESOTHO  
INSTITUTE OF EXTRA MURAL STUDIES  
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT  
BACHELOR OF ARTS IN BUSINESS AND ENTREPRENEURSHIP  
BBE2303-MARKETING PRINCIPLES AND PROCEDURES**

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**JANUARY 2023**

**TIME: 3 HOURS**

**MARKS:100**

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**INSTRUCTIONS**

Answer **any four (4)** questions.

### **Question 1**

The relationship marketing orientation puts emphasis on forging long term partnerships with consumers.

In which 5 ways can this be achieved?

**[25 Marks]**

### **Question 2**

The marketing process is a variety of activities that a marketing manager is responsible for.

State and explain the 7 steps of the marketing process in their correct order.

**[25 Marks]**

### **Question 3**

To be useful (beneficial), market segments should have certain characteristics. Fully describe those 4 characteristics

**[25 Marks]**

### **Question 4**

Types of Consumer buying decision and consumer involvement All consumer buying decisions can be grouped in three similar categories: Explain those three in detail.

**[25 Marks]**

### **Question 5**

A marketing manager of WAAB fashions, a newly established clothing retail stores Ethiopia, would like you to explain the marketing concepts/ orientations/ philosophies adopted by various fashion organizations today.

**[25 Marks]**

### **Question 6**

Fully discuss 4 Industry concepts of competition.

**[25 Marks]**