

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL
DEVELOPMENT STUDIES**

BSc HONOURS DEGREE IN HUMAN RESOURCES MANAGEMENT

BSc AGRICULTURE HONOURS IN AGRIBUSINESS MANAGEMENT

MAIN PAPER

BM 116 : PRINCIPLES OF MARKETING

INTAKE : FIRST YEAR, FIRST SEMESTER

DATE : JANUARY 2021 TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Question **One** is compulsory and it carries **40 marks**

Answer any other **Three** questions and each question carries **20 marks**

Question 1

Read the following case study and answer the following questions

Title: Delta Launches Chibuku Super

Delta Corporation, Zimbabwe's largest company in terms of market capitalisation, has moved in to further entrench its blue chip status by announcing the launch of a new beverage. According to the Delta, a new offering to the popular Chibuku. Franchise has been unveiled and is set to add momentum to the traditional beer segment which already contributes close to 60% of the brewer's annual volumes. The new opaque beer, Chibuku Super, is a shelf stable, constant Alcohol by Volume product and is set to be introduced to the market, featuring bold and innovative new packaging in an embossed PET bottle, Delta said in a statement.

The new product features a screw cap which is a first for any locally made beer. Together with a distinct, unique and carbonated taste profile and significantly extended shelf life, exceeding 21 days, the new beverage is set to be a game changer. 'We are excited about Chibuku Super. The new product demonstrates our commitment to manufacturing and marketing only the best in class products and to ensuring that we add to our consumers ' enjoyment of life by making available popular brands in new and exciting formats,' said Delta Beverages executive director for marketing Mr Max Karombo. The launch of Chibuku super in Zimbabwe comes hot on the heels of a bold and ambitious goal by London stock exchange – listed beer giant SAB Miller to expand its portfolio across Africa by driving the roll out of Chibuku across the continent.

The global brewer is this year looking to seed and expand the product in other parts of Africa after spreading it as far as Ghana and Uganda. SAB Miller's Zambia unit piloted Chibuku Super last year , and has been able to meet market demand for the product. Delta Beverages is an affiliate of the global SAB operation

'The best thing Chibuku Super is not just that it provides superior value for the consumer, but the customer also benefits. The product's unique shelf life enhances the ability of retailers to stock the product with confidence. Additionally, we have worked our prices to ensure that the margin on the product is attractive to the trade,' said Mr Irimayi Muzorewa, channel executive at Delta Beverages.

The new product is supplied from a brand new plant constructed just outside Harare at a cost of over us\$6 million. The new line, designed in Germany. includes on line blow moulder, a pasteuriser and a shrink wrapping machine which will all be a first for opaque beer making not only in Zimbabwe , but across Africa.

Source: Herald 2013 17 April

Required:

- a) Discuss the advantages delta had after the launch of new product super Chibuku. [20]

- b) Delta is a big organisation, in your view why is it necessary for it to continuously produce new products. [20]

Total: [40]

Question 2

Justify the need for marketing in the following organisations:

- a) Churches [5]
- b) Non-governmental organisations [5]
- c) Government Hospitals [5]
- d) Big well established organisations [5]

Total [20]

Question 3

Using practical examples, evaluate any four bases of segmenting a market. [20]

Question 4

Discuss the role of a marketer in the process of consumer buying behaviour. [20]

Question 5

Using any product of your choice, explore its five components it is made up of. [20]

Question 6

Using practical examples, discuss the importance of distribution channels in marketing. [20]

END OF QUESTION PAPER