

**NATIONAL UNIVERSITY OF LESOTHO**  
**INSTITUTE FOR EXTRA MURAL STUDIES**  
**SPECIAL SUPPLEMENTARY**  
**DPM304: PRINCIPLES OF MARKETING**

**OCTOBER 2012**

**MARKS:100**

**TIME:3HOURS**

**INSTRUCTIONS:**

### QUESTION ONE

- (a) Explain in detail the where, how, how much, and when of consumer buying behavior [20]
- (b) Describe the Post Purchase behavior process [5]

[25 marks]

### QUESTION TWO

- a) Contrast the characteristics of marketing information with marketing research (16)
- b) Why is it necessary to conduct a market research before opening a business? (6)
- c) Explain two methods of primary data collection (2)
- d) When is data primary (1)

### QUESTION THREE

- (a) Explain how Maslow's hierarchy of needs theory is useful to you as a marketing manager of your company? (8)
- (b) In your opinion, why do you think Maslow depicted the Hierarchy of needs the way he has done (3)
- (c) What do you see as the three main short-comings of the theory (9)

### QUESTION FOUR

- (a) Describe the different marketing philosophies (21)
- (b) which of these is considered the most important (4)