UNAM
UNIVERSITY OF NAMIBIA

FACULTY	Faculty of Commerce, Management and Law		
DEPARTMENT	Namibia Business School		
SUBJECT	Marketing Management		
SUBJECT CODE	B5811BM		
DATE	June/July 2026		
DURATION	Three hours	Marks	100

FIRST OPPORTUNITY EXAMINATON EXAMINATION

First Examiner : (Dr Muree I. TJIUEZA - University of Namibia)

Second Examiner : (Ms. Kavena Asnath Murangi)

1. **This question paper consists of 2 pages including this front page.**
2. **Read questions carefully and answer the questions in their chronological order.**
3. **Please skip a line between answers and number questions correctly.**
4. **Start each section on a new page.**
5. **Answer all questions**

First opportunity

Question One **(20 marks)**

List and describe with appropriate examples the following basis for segmenting consumer markets:

a). Psychographic Segmentation **(10 marks)**

b). Behavioral Segmentation **(10 marks**

Question Two **(44 Marks)**

a) Briefly describe how the micro – environmental factors affect a company's ability to serve its customers **(8 marks)**

b). Explain briefly how companies in the Information Technology industry develop new products and services. (Use the new product development process to support your answer) **(16 marks)**

c). Highlight with examples the key differences between Qualitative and Quantitative research (why would a researcher prefer to use both methods?) **(20 marks)**

Question Three **(36 marks)**

a) Discuss how scanning the macro and market environments play major role organizations **(16 marks)**

b) Explain Michael Porters Forces Model with examples **10 marks)**

c) Explain with examples five steps of marketing audit **(10 marks)**

Total = (100 marks)