



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

SUBJECT: Digital Marketing

**PAPER NO: 531/21/S03
531/23/M08**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start new question on a new page.**

This paper consists of 2 printed pages.

PAPER NO: 531/21/S13 – DIGITAL MARKETING

QUESTION 1

Examine any five (5) social media platforms that are at the disposal of a marketer. (20 marks)

QUESTION 2

Describe the four (4) business linked in tools that are used by organisations. (20 marks)

QUESTION 3

Explain in four (4) ways the influence of digital marketing on the success of customer relationship management system (CRM). (20 marks)

QUESTION 4

Elaborate on the four (4) types of web analysis tools that are used by organisations. (20 marks)

QUESTION 5

Describe Payne's five (5) process model and its application to consumer relationship management. (20 marks)

QUESTION 6

Explain any five (5) benefits of email marketing. (20 marks)

QUESTION 7

Examine any five (5) factors to consider when setting a digital marketing budget. (20 marks)



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NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Marketing Research Theory

PAPER NO: 531/23/M07

PAPER NO: 531/21/S07

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start a new question on a new page.

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QUESTION 1

Outline any ten (10) purpose of marketing research. (20 marks)

QUESTION 2

Explore any five (5) ethical issues that should be observed in marketing research. (20 marks)

QUESTION 3

Write brief notes on the following:

- a) Causal research design (10 marks)
- b) Descriptive research design (10 marks)

QUESTION 4

Secondary data has to be evaluated before use. Outline how you would evaluate secondary data in five (5) ways. (20 marks)

QUESTION 5

Analyse the steps in developing a sampling plan. (20 marks)

QUESTION 6

Explain the challenges that are faced by researchers when using mail questionnaires. (20 marks)

QUESTION 7

Explain the following qualitative research methods:

- a) In-depth interviews (10 marks)
- b) Focus groups (10 marks)

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NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Brand Management 2

**PAPER NO: 531/23/M05
531/21/S02**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries equal marks.**
- 3. Start each question on a fresh page.**

PAPER NO: 531/23/M05/531/21/S02- BRAND MANAGEMENT 2

QUESTION 1

Elaborate on any five (5) elements of a brand.

(20 marks)

QUESTION 2

a) Assess any five (5) reasons behind the decay of a brand.

(10 marks)

b) Elaborate on any five (5) motivators behind the study of brand equity.

(10 marks)

QUESTION 3

Citing examples, describe the following types of branding architectures.

a) House of brands

(6 marks)

b) Branded house

(7 marks)

c) Hybrid brand

(7 marks)

QUESTION 4

Analyse any five (5) factors to consider when branding for global markets. (20 marks)

QUESTION 5

Evaluate any five (5) roles of brand ambassadors in promoting a brand. (20 marks)

QUESTION 6

Examine any five (5) benefits of co-branding to organisation.

(20 marks)

QUESTION 7

As an international brand manager, suggest five (5) ways of adapting a brand to suit local markets.

(20 marks)



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NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Services Marketing

**PAPER NO: 531/23/M02
531/21/S05**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. Each question carries equal marks.
3. Start each question on a new page.

This paper consists of 2 printed pages.

QUESTION 1

Describe any five (5) macro environmental factors that influence the marketing of services. (20 marks)

QUESTION 2

Elaborate on the five (5) stages involved in the purchase process of services. (20 marks)

QUESTION 3

Examine in five (5) ways the scope of marketing research in services marketing. (20 marks)

QUESTION 4

Critically examine in five (5) ways the importance of quality in services marketing. (20 marks)

QUESTION 5

Describe the four (4) phases of the CRM Business Cycle. (20 marks)

QUESTION 6

Discuss any four (4) pricing strategies that a marketer can adopt to price his services. (20 marks)

QUESTION 7

Evaluate any five (5) elements of the services communication mix. (20 marks)

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NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Consumer Behaviour

**PAPER NO: 531/23/M04
531/21/S08**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Start each question on a fresh page.**

This paper consists of 2 printed pages.

PAPER NO: 531/23/M04 & 531/21/S08 – CONSUMER BEHAVIOUR

QUESTION 1

Elaborate on any five (5) consumer rights as outlined in the (CCZ) Consumer Council of Zimbabwe. (20 marks)

QUESTION 2

Explain in four ways how marketing research help businesses understand consumer behaviour. (20 marks)

QUESTION 3

Describe in four (4) ways the different levels of consumer behaviour. (20 marks)

QUESTION 4

Explain the six (6) elements of the Engle Blackwell and Miniard (EBM) model. (20 marks)

QUESTION 5

Illustrate how the five (5) psychological factors affect consumer buying behaviour. (20 marks)

QUESTION 6

Discuss in five (5) ways the role of technology in shaping organisational buying behaviour. (20 marks)

QUESTION 7

Highlight in four ways key product requirements in consumer behaviour. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Business Development Management PAPER NO: 531/23/M03

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) All questions carry equal marks.
- 3) Start a new question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Discuss Michael Porter's five forces model in competitor analysis. (20 marks)

QUESTION 2

Examine any five (5) customer retention strategies that a marketer can use.
(20 marks)

QUESTION 3

Outline the product development process. (20 marks)

QUESTION 4

Analyse any four (4) risks that a business can encounter. (20 marks)

QUESTION 5

Discuss any five (5) ways of enhancing effective team building. (20 marks)

QUESTION 6

Examine any five (5) forecasting techniques that a business development manager can use. (20 marks)

QUESTION 7

Explain any four (4) performance monitoring tools in business development.
(20 marks)

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IN

SALES AND MARKETING MANAGEMENT

SUBJECT: Integrated Marketing Communications PAPER NO: 531/23/M01
SUBJECT: Marketing Communication 531/15/S02

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) All questions carry equal marks.
- 3) Start each question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Elaborate on any five (5) objectives of integrated marketing communications.
(20 marks)

QUESTION 2

Explain the stages of the Public Relations process.
(20 marks)

QUESTION 3

Describe the steps in the integrated marketing communication planning.
(20 marks)

QUESTION 4

Outline any five (5) benefits and five (5) drawbacks of print media. (20 marks)

QUESTION 5

Highlight any four (4) methods that marketing managers can employ in evaluating broadcast media.
(20 marks)

QUESTION 6

Demonstrate in five (5) ways the role of integrated marketing communication in building brand identity.
(20 marks)

QUESTION 7

Examine any five (5) different budgeting methods to be considered in coming up with an integrated marketing communication budget.
(20 marks)

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IN

SALES AND MARKETING MANAGEMENT

SUBJECT: Marketing Research Theory

**PAPER NO: 531/15/S05
531/23/M07**

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**

This paper consists of 3 printed pages.

QUESTION 1

Outline any five (5) distinguishing characteristics of scientific research. (20 marks)

QUESTION 2

Evaluate any five (5) characteristics of research proposal in marketing research. (20 marks)

QUESTION 3

Elaborate on any five (5) purposes of literature review in marketing research. (20 marks)

QUESTION 4

Write short notes on the following:

- | | |
|--------------------------------|-----------|
| a) Descriptive research design | (5 marks) |
| b) Exploratory research design | (5 marks) |
| c) Experimental research | (5 marks) |
| d) Secondary data sources | (5 marks) |

QUESTION 5

Describe the key elements involved in developing a sampling plan. (20 marks)

QUESTION 6

Elaborate on the four (4) levels of scales of measurement. (20 marks)

QUESTION 7

Identify and explain any five (5) types of questions that can be encountered in research. (20 marks)

PAPER NO: 531/15/S05 – MARKETING RESEARCH THEORY
531/23/M07 – MARKETING RESEARCH THEORY

QUESTION 8

As the marketing manager of any organisation of your choice who has been asked to carry out person – administered interviews, describe at least four (4) types of person administered interviews that you can use. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Services Marketing

**PAPER NO: 531/23/M02
531/15/S03**

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start each question on a fresh page.

This paper consists of 2 printed page.

PAPER NO: 531/23/M02 - SERVICES MARKETING
531/15/S03 - SERVICES MARKETING

QUESTION 1

Examine the four (4) service characteristics.

(20 marks)

QUESTION 2

Analyse the three (3) buying situations faced by customers in the service industry.

(20 marks)

QUESTION 3

Discuss any five (5) factors influencing customer perceptions.

(20 marks)

QUESTION 4

Elaborate on five (5) implications of the gap model of service quality.

(20 marks)

QUESTION 5

Analyse the four (4) bases of segmenting services.

(20 marks)

QUESTION 6

Discuss any five (5) benefits of blue printing in service marketing.

(20 marks)

QUESTION 7

Elaborate on five (5) benefits of branding service products.

(20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Business Development Management

PAPER NO: 531/23/M03

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start a new question on a fresh page.

This paper consists of 2 printed pages.

• PAPER NO: 531/23/M03 – BUSINESS DEVELOPMENT

QUESTION 1

Examine any five (5) roles of a Business Developer. (20 marks)

QUESTION 2

Outline any five (5) market trends you are familiar with. (20 marks)

QUESTION 3

Describe any five (5) types of business model that can be used by organisations. (20 marks)

QUESTION 4

Clearly show how SCAMPER model can be used in mind mapping to expand the idea pool. (20 marks)

QUESTION 5

Discuss any five (5) types of partnerships. (20 marks)

QUESTION 6

Explain any four (4) effective budget characteristics. (20 marks)

QUESTION 7

Describe any five change management strategies. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Sales Management

**PAPER NO: 531/23/M06
531/15/S04**

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) All questions carry equal marks.
- 3) Start new question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Discuss any five (5) importance of sales forecasting in a business. (20 marks)

QUESTION 2

Describe the Key Account Management (KAM) concept. (20 marks)

QUESTION 3

Examine any ten (10) benefits of good selection of sales force. (20 marks)

QUESTION 4

Explain any five (5) sales training techniques. (20 marks)

QUESTION 5

Describe Trait theory as it is applied in sales management. (20 marks)

QUESTION 6

Examine any five (5) methods of evaluating sales force. (20 marks)

QUESTION 7

Analyse any ten (10) essential elements of performance appraisals. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Services Marketing

**PAPER NO: 531/23/M02
531/15/S03**

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start each question on a fresh page.**

QUESTION 1

Examine the four (4) service characteristics.

(20 marks)

QUESTION 2

Analyse the three (3) buying situations faced by customers in the service industry.
(20 marks)

QUESTION 3

Discuss any five (5) factors influencing customer perceptions.

(20 marks)

QUESTION 4

Elaborate on five (5) implications of the gap model of service quality.

(20 marks)

QUESTION 5

Analyse the four (4) bases of segmenting services.

(20 marks)

QUESTION 6

Discuss any five (5) benefits of blue printing in service marketing. (20 marks)

QUESTION 7

Elaborate on five (5) benefits of branding service products.

(20 marks)

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IN

SALES AND MARKETING

MODULE: Brand Management 2

**PAPER NO: 531/23/M05
531/21/S02**

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start each question on a fresh page.

This paper consists of 2 printed pages.

PAPER NO: 531/23/M05 & 531/21/S02 - BRAND MANAGEMENT 2

QUESTION 1

Discuss any five (5) functions of brands. (20 marks)

QUESTION 2

Highlight the importance of brand creation to a firm. (20 marks)

QUESTION 3

Analyse the brand identity model as defined by David Aaker. (20 marks)

QUESTION 4

Discuss the importance of brand equity in branding. (20 marks)

QUESTION 5

Outline the checklist of effective brand strategy. (20 marks)

QUESTION 6

Discuss any five (5) benefits of brand analysis. (20 marks)

QUESTION 7

Discuss the importance of brand equity to a company. (20 marks)

QUESTION 8

Discuss any ways of enhancing corporate brand identity in a firm. (20 marks)

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IN

SALES AND MARKETING

MODULE: Digital Marketing

**PAPER NO: 531/23/M08
531/21/S03**

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five questions.
2. All questions carry equal marks.
3. Start each answer on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Discuss five advantages and five disadvantages of digital marketing. (20 marks)

QUESTION 2

Highlight any five principles of direct marketing. (20 marks)

QUESTION 3

Describe the steps involved in search engine marketing. (20 marks)

QUESTION 4

There are various social media marketing tools used in digital marketing. Explain any five social media advertising marketing tools. (20 marks)

QUESTION 5

Write short notes on the following digital marketing terms:-

- (a) Unique visitors (4 marks)
- (b) Search engine traffic (4 marks)
- (c) TV Commerce (4 marks)
- (d) Mobile Commerce (4 marks)
- (e) SEM (Search engine marketing) (4 marks)

QUESTION 6

Explain four types of emails which can be used in email marketing. (20 marks)

QUESTION 7

Detail any five methods a marketer can use when allocating financial resources for digital marketing campaign.

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Consumer Behaviour

**PAPER NO: 531/23/M04
531/15/S08**

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) All questions carry equal marks.
- 3) Start a new question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Outline any five (5) consumer rights that marketers should take note of when dealing with customers. (20 marks)

QUESTION 2

Examine in five (5) ways the importance of consumer research to the organisation. (20 marks)

QUESTION 3

Explain the trait theory and its five (5) implications to consumer behaviour. (20 marks)

QUESTION 4

Describe any five (5) factors that influence organisational buying behaviour. (20 marks)

QUESTION 5

Elaborate in five (5) ways how learning affects consumer behaviour. (20 marks)

QUESTION 6

Examine any five (5) differences between consumer and organisational buying. (20 marks)

QUESTION 7

Describe any five (5) types of digital marketing tools used in consumer behaviour. (20 marks)

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