



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

SALES AND MARKETING MANAGEMENT

MODULE: Market Research

PAPER NO: 341/25/M03

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages.

PAPER NO: 341/25/M03 – MARKET RESEARCH

QUESTION 1

Explain the five (5) characteristics of clear objectives in research. (20 marks)

QUESTION 2

Write brief notes on:

- a) Primary data sources (10 marks)
- b) Secondary data sources (10 marks)

QUESTION 3

Outline four (4) key steps in the interpretation of data. (20 marks)

QUESTION 4

Discuss in five (5) ways the importance of compiling accurate reports in market research. (20 marks)

QUESTION 5

Explain any five (5) factors to consider when analysing competitors. (20 marks)

QUESTION 6

Describe in five (5) ways how market research findings can help an organisation. (20 marks)

QUESTION 7

Elaborate on five (5) key patterns that affect market size in market research. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Practice of Marketing

PAPER NO: 341/22/M02

DURATION: 3 Hours

JUNE 2026 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

Describe the four (4) major bases for segmenting markets. (20 marks)

QUESTION 2

Examine the five (5) philosophies in the evolution of marketing. (20 marks)

QUESTION 3

Explain four (4) positioning strategies that can be employed by marketers. (20 marks)

QUESTION 4

Outline any five (5) barriers faced by international marketers. (20 marks)

QUESTION 5

Highlight five (5) functions of branding to an organisation. (20 marks)

QUESTION 6

Discuss the five (5) promotional mix elements that are at the disposal of marketers. (20 marks)

QUESTION 7

Identify and explain four (4) internal factors that are considered by marketers when coming up with a price. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Customer Relations Management PAPER NO: 341/22/M01

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. **Answer ANY FIVE questions.**
2. **All questions carry equal marks.**
3. **Start each question on a fresh page.**

This paper consists of 2 printed pages.

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PAPER NO: 341/22/M01 - CUSTOMER RELATIONS MANAGEMENT

QUESTION 1

Discuss the steps that you will follow in creating a customer database.
(20 marks)

QUESTION 2

Write short notes on the following factors affecting consumption patterns

- (a) Personal factors (5 marks)
- (b) Economic factors (5 marks)
- (c) Social factors (5 marks)
- (d) Psychological factors. (5 marks)

QUESTION 3

Outline the steps in handling customer complaints. (20 marks)

QUESTION 4

Explain any five ways of improving quality of products. (20 marks)

QUESTION 6

Draw up a checklist for setting up a call centre. (20 marks)

QUESTION 7

Explain any five data mining techniques. (20 marks)

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SALES AND MARKETING MANAGEMENT

MODULE: Customer Relations Management

PAPER NO: 341/22/M01

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry 20 marks.
3. Begin each answer on a fresh page.

This paper consists of 3 printed pages.

QUESTION 1

Outline the steps in the customer complaints handling procedure. (20 marks)

QUESTION 2

Describe the five (5) steps that you would follow in formulating products specifications. (20 marks)

QUESTION 3

Outline the checklist you would use to establish a call centre. (20 marks)

QUESTION 4

- a) Define customer Relations Management (CRM). (4 marks)
- b) Identify and explain any four (4) good characteristics of a CRM. (16 marks)

QUESTION 5

Explain the four (4) major characteristics used in customer profiling. (20 marks)

QUESTION 6

Describe the levels in the Maslow's hierarchy of needs theory. (20 marks)

QUESTION 7

Identify and explain any four (4) factors affecting consumption patterns. (20 marks)

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SALES AND MARKETING MANAGEMENT

MODULE: Professional Selling

PAPER NO: 341/22/M07

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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

QUESTION 1

Examine any five duties of a sales person. (20 marks)

QUESTION 2

Explain any five core principle skills of professional selling. (20 marks)

QUESTION 3

Describe the five importance of a sales forecast. (20 marks)

QUESTION 4

Elaborate on any five activities that can be undertaken in after sale service. (20 marks)

QUESTION 5

Outline five methods that are used by salespeople in approaching customers in personal selling. (20 marks)

QUESTION 6

Examine any four sales presentation methods a salesperson can use in personal selling. (20 marks)

QUESTION 7

Identify and explain any five types of questions that a salesperson can use during a sales presentation. (20 marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Marketing Principles and Practice PAPER NO: 341/25/M02

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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

PAPER NO: 341/25/M02 – MARKETING PRINCIPLES AND PRACTICE

QUESTION 1

Discuss any five roles of marketing in the society. (20 marks)

QUESTION 2

Demonstrate in five ways the importance of ethics in a business. (20 marks)

QUESTION 3

Explain any five macro-environmental factors that influence businesses. (20 marks)

QUESTION 4

- (a) Define marketing dashboards. (2 marks)
- (b) Explain any six current trends in marketing. (18 marks)

QUESTION 5

Discuss any four factors that affect consumer behaviour. (20 marks)

QUESTION 6

Describe the four bases of segmenting markets. (20 marks)

QUESTION 7

Explain in five ways the importance of measuring sales growth. (20 marks)

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**IN
SALES AND MARKETING MANAGEMENT**

MODULE: Essentials Of Marketing

PAPER NO: 341/22/M05

DURATION: 3 Hours

JUNE 2026 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

- a) There are five (5) competing philosophies that strongly influence the role of marketing and marketing activities within an organisation. Describe the marketing philosophies that guide business. (20marks)

QUESTION 2

- a) Define ethics. (5marks)
- b) Explain any five (5) ethical issues that affect the marketer (15marks)

QUESTION 3

- a) Discuss using examples, the stages in the consumer buying decision process. (20marks)

QUESTION 4

- a) Elaborate on any four (4) factors that influence consumer behaviour. (20marks)

QUESTION 5

- a) Explain the term positioning sharing in four ways its importance to marketing. (20marks)

QUESTION 6

- a) Describe any five (5) psychological factors affecting consumer behaviour. (20marks)

QUESTION 7

- a) Examine the impact of any five (5) micro environmental forces to a business operating in Zimbabwe. (20marks)

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IN

SALES AND MARKETING MANAGEMENT

MODULE: Marketing Communication Practice

PAPER NO: 341/22/M04

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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

This paper consists of 3 printed pages.

QUESTION 1

Identify any five (5) objectives of marketing communications. (20 marks)

QUESTION 2

Outline any five (5) factors to consider when selecting a marketing communications medium to use in the organisation. (20 marks)

QUESTION 3

Explain the steps to be followed in developing a marketing communication plan. (20 marks)

QUESTION 4

Demonstrate your understanding of the following terms.

- a) Push strategy (5 marks)
- b) Pull strategy (5 marks)
- c) Advertising (5 marks)
- d) Affordable method (5 marks)

QUESTION 5

Discuss any five (5) factors which affect the choice of marketing communication mix. (20 marks)

QUESTION 6

Examine any four (4) direct marketing tools at the disposal of a marketer. (20 marks)

QUESTION 7

Outline any five (5) advantages of personal selling.

(20 marks)

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SALES AND MARKETING MANAGEMENT

MODULE: Practice of Marketing

PAPER NO: 341/22/M02

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

- (a) Explain four bases of segmenting consumer markets. (16 marks)
- (b) State any four reasons for market segmentation. (4 marks)

QUESTION 2

Outline any five positioning strategies that are available to an organisation.
(20 marks)

QUESTION 3

Explain the major characteristics of each of the stages of product life cycle.
(20 marks)

QUESTION 4

Outline the five key elements of a service. (20 marks)

QUESTION 5

Explain the steps followed in conducting a promotion programme.
(20 marks)

QUESTION 6

Explain the five demographic factors that are used in analysing customers.
(20 marks)

QUESTION 7

Outline the traditional four Ps of marketing. (20 marks)

QUESTION 8

Outline any six factors that could be considered when conducting a market analysis.
(20 marks)

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SALES AND MARKETING MANAGEMENT

MODULE: Market Research

PAPER NO: 341/22/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 each question on a fresh page.

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QUESTION 1

Describe five (5) factors a marketer should consider when conducting micro-environmental analysis. (20 marks)

QUESTION 2

Examine David Aaker's market analysis dimensions. (20 marks)

QUESTION 3

Discuss any five (5) importance of customer analysis. (20 marks)

QUESTION 4

Outline Micheal Porter's framework for competitor analysis. (20 marks)

QUESTION 5

Explain any four (4) criteria of evaluating secondary data in marketing. (20 marks)

QUESTION 6

Outline the three (3) research designs that can be used in market research. (20 marks)

QUESTION 7

Highlight any five (5) methods used to analyse market research data. (20 marks)



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IN

SALES AND MARKETING MANAGEMENT

MODULE: Brand Management 1

PAPER NO: 341/22/M06

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.**

PAPER NO: 341/22/M06 – BRAND MANAGEMENT 1

QUESTION 1

Explain any five (5) branding strategies that can be used by an organisation.
(20 marks)

QUESTION 2

Detail on any five (5) special areas for branding.
(20 marks)

QUESTION 3

Discuss any four (4) strategies used to spot emerging competitors. (20 marks)

QUESTION 4

Describe any five (5) characteristics of a good brand name. (20 marks)

QUESTION 5

Outline any four (4) components of brand equity. (20 marks)

QUESTION 6

Explain any five (5) elements of brand perception. (20 marks)

QUESTION 7

Describe any five (5) elements of brand identity that create a unique corporate personality.
(20 marks)



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SALES AND MARKETING MANAGEMENT

MODULE: Essentials of Marketing

PAPER NO: 341/22/M05

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 any five (5) functions of the marketing department in the organisation.
(20 marks)

QUESTION 2

Describe the evolution of the marketing concepts.
(20 marks)

QUESTION 3

Outline any five (5) benefits of market research to the organisation.
(20 marks)

QUESTION 4

Explain any five (5) forms of green marketing that are practiced by marketers.
(20 marks)

QUESTION 5

Examine any five (5) characteristics of marketing information system.
(20 marks)

QUESTION 6

Describe any five (5) micro-environmental factors that affect any organisation of your choice.
(20 marks)

QUESTION 7

Discuss any four (4) personal factors that affect consumer behaviour.
(20 marks)

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SALES AND MARKETING MANAGEMENT

MODULE: Practice of Marketing

PAPER NO: 341/22/M02

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

- (a) Explain four bases of segmenting consumer markets. (16 marks)
- (b) State any four reasons for market segmentation. (4 marks)

QUESTION 2

Outline any five positioning strategies that are available to an organisation.
(20 marks)

QUESTION 3

Explain the major characteristics of each of the stages of product life cycle.
(20 marks)

QUESTION 4

Outline the five key elements of a service. (20 marks)

QUESTION 5

Explain the steps followed in conducting a promotion programme.
(20 marks)

QUESTION 6

Explain the five demographic factors that are used in analysing customers.
(20 marks)

QUESTION 7

Outline the traditional four Ps of marketing. (20 marks)

QUESTION 8

Outline any six factors that could be considered when conducting a market analysis.
(20 marks)

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