JUNE 2013 EXAMINATION

DATE: 13 JUNE 2013

TIME: 14H00 – 17H00 TOTAL: 100 MARKS

DURATION: 3 HOURS PASS MARK: 40%

(BUS-MKT2 / JU-95)
MARKETING MANAGEMENT 2 / MARKETING MANAGEMENT MODULE B

THIS EXAMINATION PAPER CONSISTS OF 3 SECTIONS:

SECTION A: CONSISTS OF 10 TRUE OR FALSE QUESTIONS
ANSWER ALL THE QUESTIONS (20 MARKS)

SECTION B: CONSISTS OF 5 SHORT QUESTIONS
ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 7 LONG ANSWER QUESTIONS
ANSWER ALL THE QUESTIONS (70 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don’t waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
SECTION A (20 MARKS)

TRUE OR FALSE QUESTIONS

Indicate whether the following statements are true or false. Motivate all your answers.

1. Multi-national marketing is where a single strategy is developed, where possible, for all the countries in which the business operates.

2. The analysis of foreign markets must include the language, customs, values, traditions and beliefs of the targeted consumer market segment.

3. Exclusive agents work as intermediaries in the distribution of exporter's products and they do not take title to the products and get paid a commission for their work.

4. Inseparability means that the service quality varies in accordance with who delivers the service, as well as when, where and how the service is provided.

5. Service shops have more standardised services with many client interactions and transactions.

6. Service demand may be managed by holding capacity steady and influencing demand at that time.

7. To gain a competitive advantage, service providers may be differentiated.

8. Direct selling is not frequently used in marketing to organisations.

9. Derived demand means that organisational demand comes ultimately from the demand for consumer goods.

10. The straight re-buy situation is where the organisation may decide to re-evaluate a product specification, prices or delivery terms. [10 × 2 = 20]

[20]
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Explain the role of a joint venture in export marketing. [2]

QUESTION 2
Explain 'installation equipment' in organisational purchasing. [2]

QUESTION 3
Why do some organisations do 'systems buying'? [2]

QUESTION 4
Explain the two main groups of services that private sector businesses offer. [2]

QUESTION 5
Why do service marketers use technology? [2]
SECTION C: LONG ANSWER QUESTIONS

(70 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
A South African business wants to export to foreign markets. It has to analyse the business environment in the countries of interest. Briefly explain any five factors in the business environment the South African business has to consider. [5 × 2 = 10]

QUESTION 2
Why is it important for any industrial marketer to analyse and target the 'buying centre' in a customer organisation? [10]

QUESTION 3
What is the purpose of the 'purchasing and supply function' in any organisation? [10]

QUESTION 4
Explain the types of 'product-related' (main categories of products) purchasing processes used by many organisations. [10]

QUESTION 5
The reputation of your business will be damaged if you are negatively involved in any court cases. The owners and managers of a business must comply with all the laws that affect the business and its activities. It is an offence not to comply with relevant legislation. Briefly explain any five areas of legislation with which a business must comply. [5 × 2 = 10]

QUESTION 6
Assume you are the marketing manager of the City Inn group of hotels. Briefly explain the marketing communications objectives you would have to consider, before developing your marketing communications plan. [5 × 2 = 10]
QUESTION 7

A service provided to a customer by any service provider is the output of a series of separate steps, or activities. We call these steps a 'flowchart' or 'blueprint'. Briefly explain the steps in the service flowcharting process. [10]

Section A: 20 marks
Section B: 10 marks
Section C: 70 marks
TOTAL: 100 MARKS