NOVEMBER 2013 EXAMINATION

DATE: 14 NOVEMBER 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 4 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 5 LONG ANSWER QUESTIONS
       ANSWER ALL THE QUESTIONS (50 MARKS)

SECTION D: CONSISTS OF 2 INTERPRETATIVE QUESTIONS
       ANSWER BOTH QUESTIONS (20 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.
TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Motivate all your answers.

1. International marketing begins when the local business move from phase two exporting only.
2. Cultural complexity includes issues such as behaviour that promotes self-interest or group interests before self.
3. A risk is a certain event that threatens the achievement of the business's objectives and its success.
4. Variability 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. Because services are intangible, product differentiation is easier than the marketing of normal consumer goods.
6. People provide services, and are an integral part of the service.
7. Organisational markets have fewer sellers and fewer buyers than consumer markets.
8. Fabricated materials are durable, fabricated parts and articles necessary to replace existing parts of all forms of industrial equipment to maintain operating utility.
9. Members of a buying centre (decision-making unit) will have task objectives that relate to their position in their organisation.
10. The concept of a 'supply chain' includes the integrated flow of materials from suppliers, through the manufacturing processes, then distribution to the customer. 

[10 × 2 = 20]

[20]
SECTION B: SHORT QUESTIONS

(10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Explain the term 'decider' in an industrial (organisational) buying decision. [2]

QUESTION 2
Explain the concept of 'ethnocentrism' when assessing a foreign market. [2]

QUESTION 3
Describe the role of import and export agents for international marketing. [2]

QUESTION 4
Explain the concept of 'perishability' in services marketing. [2]

QUESTION 5
Explain the 'facilitating product' part of a service product. [2]

[10]
SECTION C: LONG ANSWER QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
(a) Explain franchising as a method of entering export markets. (5)
(b) Describe the advantages and disadvantages of licensing as a method of entering export markets. (5) [10]

QUESTION 2
Identify some of the decision areas a marketer has to consider when looking at pricing in a foreign market. [10]

QUESTION 3
Explain why the negotiation period in business-to-business (organisational) marketing is often very lengthy. [10]

QUESTION 4
(a) Use an example to explain the concept of 'derived demand'. (5)
(b) Explain the 'straight re-buy' situation. (5) [10]

QUESTION 5
(a) Explain what a 'procurement orientation' by an industrial organisation is. (5)
(b) What is competition-based pricing in a service industry, and when could it be used? (5) [10]

[50]
SECTION D: INTERPRETATIVE QUESTIONS  
(20 MARKS)

ANSWER BOTH QUESTIONS

QUESTION 1

Use a diagram to show how services are classified in terms of labour intensity and customer interaction. Include examples in your answer.  

[10]

QUESTION 2

To match supply with demand is very important in a service industry, to prevent customers complaining about waiting times.

Discuss the various methods of doing this.  

[10]

[20]

Section A: 30 marks  
Section B: 10 marks  
Section C: 40 marks  
Section D: 20 marks  
TOTAL: 100 MARKS