JUNE 2012 EXAMINATION

DATE: 14 JUNE 2012
TIME: 14H00 – 17H00  TOTAL: 100 MARKS
DURATION: 3 HOURS  PASS MARK: 40%

(JU-95)
MARKETING MANAGEMENT MODULE B

THIS EXAMINATION PAPER CONSISTS OF 2 SECTIONS:

SECTION A:  CONSISTS OF 4 QUESTIONS
Answer any three of the questions (75 MARKS)

SECTION B:  CONSISTS OF 1 COMPULSORY QUESTION
Answer the question (25 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  

(75 MARKS)

ANSWER ANY THREE OF THE QUESTIONS

QUESTION 1

(a)  
   i. Explain a person's *self-reference criterion* and its importance.  (5)
   ii. Explain *ethnocentrism* and its importance.  (5)

(b) Adaptation does not require business executives to change to local customs, but they must be aware of those customs and the differences that may cause misunderstandings. Explain the following terms connected with adaptation:
   i. cultural imperatives (5)
   ii. cultural electives (5)
   iii. cultural exclusives (5)  [25]

AND / OR

QUESTION 2

(a) Briefly explain the following financial terms:
   i. balance of payments (4)
   ii. current account (2)
   iii. capital account (2)
   iv. reserves account (2)

(b) An international marketer has to realise the implications of all countries being sovereign states.

   Explain the meaning and importance of a *sovereign state* country.  (15)  [25]

AND / OR

QUESTION 3

(a) An international marketer often has to carry out market research in the target country.

   Explain the following terms connected with market research:
   i. primary data (2)
   ii. quantitative research (4)
   iii. qualitative research (4)
(b) A country’s degree of economic development is often used as a rough measure of that country’s industrial market.

Name and discuss the five stages of economic development according to Rostow’s five-stage model.  \( (5 \times 2 = 10) \)

(c) Explain the role of public relations in an international market.  \( 5 \) \[25\]

AND / OR

QUESTION 4

(a) i. Define a global brand.  \( 5 \)

ii. Explain the importance of a global brand. \( 5 \)

(b) i. Explain the pricing technique of market skimming. \( 4 \)

ii. Describe when this technique could be used. \( 4 \)

iii. Explain the term market penetration pricing. \( 4 \)

iv. Describe when penetration pricing could be used \( 3 \) \[25\]

\[75\]
SECTION B: COMPULSORY QUESTION (25 MARKS)

ANSWER THE QUESTION

QUESTION 1

(a) Industrial buyers are motivated by profit considerations, and have rational buying motives.

Explain any six factors these buyers will consider when purchasing industrial products and services. (6 × 2 = 12)

(b) i. You are the marketing manager of your tuition college and have to develop a marketing strategy for the college.

Identify the two main areas on which you should focus. (5)

ii. Explain the main requirement for achieving good service quality in an organisation. (5)

iii. Give three examples of quantitative topics that you could research to determine the extent of opportunities available for existing or new products. (3) [25]

Section A: 75 marks
Section B: 25 marks
TOTAL: 100 MARKS