JUNE 2012 EXAMINATION

DATE: 13 JUNE 2012

TIME: 14H00 – 17H00 TOTAL: 100 MARKS

DURATION: 3 HOURS PASS MARK: 40%

(BUS-MKT1 / QT-69)

MARKETING MANAGEMENT 1 / MARKETING MANAGEMENT MODULE A

THIS EXAMINATION PAPER CONSISTS OF 6 QUESTIONS:

ANSWER ANY FIVE OF THE QUESTIONS (100 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.
QUESTION 1

(a) The marketing manager of any business has to set objectives (goals) for the marketing department. Explain any five characteristics of objectives (goals) if they are to be of any use to anyone. 

(b) The environment that is immediately outside of the internal (micro) environment of a business is the market environment. Briefly explain each of the variable factors in the market environment.

AND / OR

QUESTION 2

(a) i. Explain the benefits of a well designed Marketing Information System. 

ii. Explain the difference between 'data' and 'information'.

(b) Explain the meaning of the following psychological factors that affect our buying decisions:

i. motivation

ii. perception

iii. selective exposure

iv. learning

v. attitudes

AND / OR

QUESTION 3

(a) A marketing manager has to evaluate potential target markets. Explain each step in the process used to evaluate target markets.

(b) A manufacturer often gives discounts to channel intermediaries (middlemen). Explain any five discounts that may be given to middlemen.

AND / OR
QUESTION 4
(a) Use a diagram to explain the Product Life Cycle. (10)
(b) Explain any five activities of Physical Distribution Management. (5 × 2 = 10) [20]

AND / OR

QUESTION 5
(a) You are the marketing manager of your tuition college and have to prepare the annual promotional budget. Identify and explain the five methods you could use. (5 × 2 = 10)
(b) You are the marketing manager of your tuition college. Identify the areas of your marketing programme in which you will have to measure and evaluate results. (5 × 2 = 10) [20]

AND / OR

QUESTION 6
(a) The product or market matrix is a useful technique to help marketing managers consider options for growth in products and markets. Give the four strategies that the growth vector matrix offers. Use a table to illustrate these strategic options. (10)
(b) The types of buying decisions are options open to any consumer. It is possible to narrow these options down to five major considerations. Identify each main consideration, including an example of each. (5 × 2 = 10) [20]

[100]

TOTAL: 100 MARKS