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) Marketing is a process of 'exchange' that takes place between the marketer and the customer. The purpose is to achieve profitable sales for the marketer through satisfying the customer's needs.

Briefly describe the five conditions necessary for a successful exchange to take place. (5 × 2 = 10)

(b) To ensure their success, companies need to identify their competitors and provide greater customer value and satisfaction than those competitors do. Therefore, competitor analysis is vitally important in order to identify who the competitors are and what they are offering the customer.

Illustrate by means of a labelled diagram the model developed by Porter to show the forces of competition in an industry. (5 × 2 = 10) [20]

AND / OR

QUESTION 2

(a) Husbands and wives usually make joint decisions about expensive products.

Marketers are not only interested in the person who makes the decision regarding certain purchases, but also in other people involved in the decision-making process.

Use a table to explain the various roles in family decision-making. (5 × 2 = 10)

(b) Marketing managers rely on research to do their planning. Identify any five areas for which marketing research could provide valuable information. (5 × 2 = 10) [20]

AND / OR

QUESTION 3

(a) A marketing manager needs to evaluate each of the possible market segments before deciding on which segment to enter.

Briefly outline the factors to consider when evaluating any market segment. (5 × 2 = 10)
(b) Explain the meaning of the following terms and provide an example of each term:

i. core product
ii. formal (tangible) product
iii. augmented product

(c) Draw a diagram to illustrate your answer to (b) above.

AND / OR

QUESTION 4

(a) As a marketing manager, you need to consider your pricing policies for the new financial year.

Briefly explain the areas for which you will require pricing decisions.

(b) When marketers decide on distribution channels, they need to consider the amount (intensity) of exposure their products require. The ideal market exposure ensures that the product is available to satisfy the target market's needs but does not exceed them, because too much exposure will result in excessive marketing costs.

Explain, using examples, the three ideal market exposures.

AND / OR

QUESTION 5

(a) An important marketing management responsibility is to plan and co-ordinate an integrated promotion strategy.

(b) i. Define a service.
ii. Briefly explain the unique characteristics of services.

AND / OR
QUESTION 6

(a) Assume you are the marketing manager of a South African business that is considering entering international markets. Briefly explain the main areas in which you will have to make major decisions.

(b) Designing marketing strategies is very important, but these strategies must be implemented and controlled.

Use a diagram to explain the planning, implementation and control process.

TOTAL: 100 MARKS