NOVEMBER 2012 EXAMINATION

DATE: 15 NOVEMBER 2012
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 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS (20 MARKS)

SECTION B: CONSISTS OF 3 QUESTIONS
ANSWER TWO OF THE QUESTIONS (40 MARKS)

SECTION C: CONSISTS OF 3 QUESTIONS
ANSWER TWO OF THE QUESTIONS (40 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.

Examiner: C Francis
SECTION A

(20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Explain the five phases of international marketing. Include an example of each. [5 × 4 = 20]

OR

QUESTION 2

(a) Identify five potential areas of strategic competitive advantage available to a South African marketer of manufactured goods. (5 × 2 = 10)

(b) What possible problems could a South African marketer have in collecting market research data in a foreign country? (10) [20]
QUESTION 1
(a) Briefly explain the categories of industrial equipment that a manufacturer could purchase. (5 × 2 = 10)
(b) Explain the 'modified re-buy situation'. (10) [20]

AND / OR

QUESTION 2
(a) i. Explain 'industrial services' and why a factory would purchase them. (5)
    ii. What are 'equipment services'? (5)
(b) Differentiate between consumer and industrial marketing. (10) [20]

AND / OR

QUESTION 3
(a) Define and explain 'systems buying and selling' by using an appropriate example. (10)
(b) i. Explain who the 'initiator' of a purchasing decision is. (5)
    ii. Explain who the 'gatekeeper' in a buying centre is. (5) [20]

[40]
SECTION C (40 MARKS)

ANSWER TWO OF THE QUESTIONS

QUESTION 1

(a) Explain the different categories of personal services. (5 × 2 = 10)

(b) i. Explain the service characteristic of ‘inseparability’ and give an example. (5)

ii. Explain the service characteristic of ‘variability’ and give an example. (5) [20]

AND / OR

QUESTION 2

(a) Assume you are the marketing manager of your tuition college. Briefly explain the marketing communications objectives of your college. (5 × 2 = 10)

(b) Assume you are the marketing manager of your tuition college. When you set your pricing objectives, what are the main areas to consider? (10) [20]

AND / OR

QUESTION 3

(a) Explain the importance of ‘physical evidence’ for a service provider. Give suitable examples. (10)

(b) Explain any five factors regarding ‘people’ that affect service delivery. (5 × 2 = 10) [20]

[40]

Section A: 20 marks
Section B: 40 marks
Section C: 40 marks
TOTAL: 100 MARKS