

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION JULY 2006

TITLE OF PAPER (COURSE) : **MARKETING MANAGEMENT** *BA 321 (S)*

DEGREE AND YEAR OF STUDY: **DIPLOMA IN COMMERCE 3**

TIME ALLOWED **:** **TWO (2) HOURS**

- INSTRUCTIONS** **:**
- 1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
 - 2. ANSWER QUESTION 1 IN SECTION A AND ANY TWO (2) FROM SECTION B**
 - 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
 - 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK.**

SPECIAL REQUIREMENTS: **NONE**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: MARKETING FOR NON PROFIT ORGANIZATION: THE FIGHT AGAINST DRUNK DRIVERS

Two years ago city officials in Amarillo, Texas were concerned about what they saw as the area's growing drunk-driving problem. Amarillo police were arresting about 380 drunk drivers a year, but it was clear that many more were not being caught. Furthermore, police could not always secure convictions for drunk drivers even when they did catch them.

Today, Amarillo police are able to catch and arrest over 600 drunk drivers a year. The police department now owns 12 camcorders, which it uses to videotape the arrests. The visual evidence helps officers obtain more convictions. This success story was made possible by the Century Council, a group that has supplied both cause marketing and a generous grant to the Amarillo police department. The Century Council is a national not-for-profit organization dedicated to reducing drunken driving and underage drinking problems throughout the United States. The surprising part of this story is that the council is funded by the licenced beverage industry. Headquartered in Los Angeles, the council was founded in 1991 by a small group of brewers, vintners, distillers, and wholesalers. Currently, the council is supported by more than 750 firms, and the number is growing.

From the beginning, the council has cooperated with groups that would seem to be its natural enemies. Such activists groups as Mothers Against Drunk Driving, the National Commission Against Drunk Driving, and numerous state alcoholic beverage commissions have been involved in council programs. The result of these partnerships has been a series of highly effective cause marketing cause marketing campaigns.

In addition to the "Century Cities" program (Amarillo is one of five cities), the council's national "Front Lines" program encourages alcohol retailers to "card" underage drinkers. In-store buttons, posters, change pads and signs promote the theme with message like "I'd Card My Own Mother" and "I Practice Age Discrimination". The council also used images to persuade young legal drinkers to designate a sober driver. An MTV-style poster campaign uses neon oranges and greens and sharply angled lettering to attract their attention. According to Judy Miller, the council's executive vice president for communications, the poster tested terribly with parents, but young adults-the target market-respond to it readily. "I told parents, I don't care about your opinion," she said. "Other stuff we showed kids was discarded because it was just too much what they would expect an adult to say".

Still another of The Century Council's national programs is the support of the passage of Administrative License Revocation (ALR) laws. ALR laws allow law enforcement officers to seize, on the spot, the license of a suspected drunken driver who fails or refuse to take a chemical or sobriety test to determine blood alcohol content (BAC). Texas, Georgia, Nebraska, New Hampshire, and Ohio have already passed similar ALR legislation with help from council lobbyists. The council has also funded ads to publicize the new laws: "Now you can lose your license. Just get drunk and drive," says the ad's voiceover. "You still get to go to court, but you'll have to walk there ". Just one week after the ad campaign began, understanding of the new law in those states doubled to the 80 to 90 percent range.

QUESTIONS

1. Do you feel licensed beverage companies have an ethical obligation to finance programs that discourage the illegal use of their products? Explain your answer.
(15)
2. Briefly describe a marketing campaign that you feel would be effective in Swaziland to discourage drunk drivers.
(10)

TOTAL : 25 MARKS

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

Using a company based in Swaziland, design its business portfolio using the BCG approach.

TOTAL: 25 MARKS

QUESTION 3

Discuss the different competitive positions that a company can occupy in the target market.

TOTAL: 25 MARKS

QUESTION 4

Discuss the international marketing entry modes.

TOTAL: 25 MARKS

QUESTION 5

Discuss the distinctive characteristics of non profit organizations.

TOTAL: 25 MARKS