

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

JULY 2012 (SUPPLEMENTARY EXAMINATION PAPER)

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TITLE OF PAPER : MARKETING MANAGEMENT

COURSE CODE : BA 321 I.D.E. FULL TIME

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (5)
2. SECTION A IS COMPULSORY
3. ANSWER ANY TWO (2) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION

NOTE:

MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, FOR ORDERLY, AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

COAL MINES ADD TO ACID THREAT - LUCKY BIYANE
(November 27, 2011, Sunday Times, News, Business Times)

The long term legacy of South Africa's reliance on coal fired power is not only greater greenhouse gas emissions.

Acid mine drainage from coal mining also affects water resources: acidifying rivers and streams, raising metals levels and killing fish. These are the findings of a new study by World Wide Fund for Nature SA (WWF-SA) and the Council for Scientific and Industrial Research.

The study - titled Coal and Water Futures in South Africa: The Case for Conserving Water in the Enkangala Grasslands - focuses on coal mining in high water yield areas such as the Enkangala grasslands region.

The report calls on the government to come up with a strategy to provide enough good quality water. Christine Colvin senior manager for freshwater programmes at WWF-SA said this was imperative as South Africa was already a water scarce country.

The country's resources were under increasing threat from climate change and growing demand, she said. We already cannot afford to fix up the legacy of nearly 6 000 abandoned mines, which are polluting our environment. Lets plan now to mitigate high pollution costs for the next generation, Colvin said.

The report noted that in 2009 South Africa was the fourth largest exporter of thermal coal.

During that year coal sales amounted to R65 billion the highest value commodity for the year when compared with platinum's R58 billion and gold's R49 billion.

About 64% of the coal sold domestically is bought by Eskom for use in energy production.

According to the report, the Olifants River is one of South Africa's most degraded rivers affected by coal mines, agriculture, industry and sewage pollution.

Coal mining in its catchment area started in the 1890s. By 2004 about 50 000 cubic metres of mine water was discharged into the Olifants River every day, with about 64 000 m a day flowing in from closed and abandoned mines.

In 2001, mine water use in the catchment amounted to an average 4.6% but it contributed about 78% to the total sulphate load, affecting farmers, local

residents in the catchment areas and tourists and the wildlife in the Kruger National Park, the report said.

The Witbank and Middleburg Dams on the Olifants started showing an increase in sulphate and TDS concentrations from as early as 1986, mainly as a result of increased coal mining activities.

According to the report just 12% of South Africa's land area generates 50% of the country's river flow.

This highlights the need to plan the development of landscapes to protect the country's most important water, soil and biodiversity resources.

Colvin said : "Our already stressed water resources are under threat from coal mining operations located in important water provisioning catchments.

While many South Africans presently survive with limited or no access to energy, none can survive without water".

The report also indicated that between 2005 and last year about 13.7% of Mpumalanga was already under rights applications and 40.3% was under mining rights applications.

This meant that 54% of the province was under some form of planned mining activity. The report identified a number of shortcomings around mining that pose risks for South Africa's water security.

They include weaknesses in the legislative process and cooperative governance, the decommissioning process, the application process and in enforcing regulations - and in particular in the environmental management plan application process.

"Communities who do not have access to piped and treated water supply and are therefore directly reliant on natural water resources are the most vulnerable and often voiceless," said the report.

"For this reason we urge the government to act now to prevent further degradation of our rivers and aquifers."

SECTION A

QUESTIONS

1. What are the challenges facing South Africa with regard to adequate water supply. (10 marks)
2. What are the two serious negative effects resulting from reliance on coal as a source of power/energy. (4 marks)
3. How are resources affected by acid mine drainage. List three ways (6 marks)
4. South Africa is the fourth largest exporter of thermal coal (2009). Coal is also the highest value commodity (R65 billion in 2009). What does this mean to the economy and country? (20 marks)
5. What are the effects of coal mining on the poor communities in South Africa (10 marks)

SECTION B

QUESTION 1

The Swaziland Government has identified small businesses as economic growth engines for the economy.

- (a) Discuss the key challenges faced by the Swaziland Small Businesses. (10 marks)
- (b) How can you as a Marketer ensure the success of the Swaziland Small Businesses. (15 Marks)

QUESTION 2

Discuss the unique characteristics of services that distinguish them from physical goods. For each characteristic, what solutions can a Marketer use ? (25 Marks)

QUESTION 3

Customer Relationship Marketing is all about creating superior customer value and satisfaction. Discuss three types of strategy that Companies use to try and retain Customers. (25 Marks)

QUESTION 4

Poor Customer Service is extremely costly to a Company. Discuss some of the costs of poor Customer service a Company has to bear, and the remedies that must be put in place. (25 Marks)