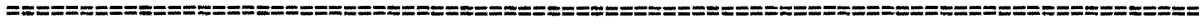


UNIVERSITY OF SWAZILAND  
 FACULTY OF COMMERCE  
 DEPARTMENT OF BUSINESS ADMINISTRATION  
 SUPPLEMENTARY EXAMINATION PAPER  
 MAY, 2014



TITLE OF PAPER : MARKETING MANAGEMENT  
 COURSE CODE : BA 221 FULL TIME, BA 321 I.D.E.  
 TIME ALLOWED : THREE (3) HOURS

**INSTRUCTIONS :**

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY
3. ANSWER ANY (3) 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, AND 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.**

### **MARKETING YOUR SMALL BUSINESS ON A TIGHT BUDGET**

Many small businesses have grown into large entities using the right kind of advertising.

But advertising can be expensive especially for a small business, and in a tight economy, many small businesses tend to cut their marketing budgets because of cash flow concerns. However, when times are tough, it is even more important to keep your customers through some form of marketing. During an economic downturn, clients, customers, and consumers have less money to spend. This means that when they are ready to buy, you want your brand to be at the top of their list. Social media is undoubtedly one of the most effective and affordable ways to engage your customers and keep your brand top of mind, but it is not the only way. Here are some other marketing strategies that can help you market your business on a shoestring budget.

#### **Craft a Strong Introductory Message**

You should be marketing all the time wherever you are. Therefore, you need a compelling introductory message that will grab people's attention. If you successfully engage them, then you only have a little over a minute to really sell them on your product or service. Invest the time to craft a killer message in return for huge profit.

#### **Sponsor an Event**

Business owners think sponsorship should be hundreds of thousands of Emalangeni. That is not true. Sponsorship can be as little as you can afford. Regardless of the size, sponsorship can yield the same results. The secret is to use sponsorship as a marketing tool other than charity. Make some noise on the media about every cent that comes out of your pocket and make sure that your target population gets to know about you through the sponsored event. Combine business with pleasure – and charity.

#### **Collaborate**

Put together a group of synergistic, non competitive businesses in your area and agree to cross promote. You can use coupons, fliers, reciprocal website links, bundled promotions or social

media platforms. By collaborating with each other, you can expand your customer base because you will be reaching new people.

### **Network**

I don't think there is any better way to build a business than to get out there, shake some hands, and get to know people. Networking requires a time commitment and it does not provide instant gratification, but a strong network is one of the greatest assets any business person can have.

### **Give a Speech**

A lot of people hate public speaking. However, there are many organisations looking for qualified, subject matter experts who can present to their groups. Take a deep breath and volunteer. You don't have to be a pro as long as the information you share is helpful to the audience. And the upside the more you do it the easier it gets. Plus, it positions you as a credible authority in your field.

### **Create Buzz**

Start a topic that will get people talking about your product. Social media become handy in this. Send tweets and make public messages that will get people talking about your product on social media, print media, and broadcasting media. Be careful not to send a controversial messages that will bring uncontrollable negative feedback.

### **Take Steps to Make Customers Feel Special**

Customers respond to being recognized, especially in these rush rush, get the lowest price times. Where possible call your customer by name each time you do business with him/her. This sends the message that you care for your customer. Remember special dates on your customers' calendar, such as, birthdays. Congratulating your customers for any achievement, sending a thank you card/message, or buying a small gift for your customers will help strengthen relationship which translates into more sales.

**Create Business Cards that prospective customers will keep**

Most business cards are tossed within hours of a meeting. Instead of having your card tossed, create one that recipients actually will use, say, a good looking notepad with your contact info and tagline on every page. The business card notepad is referred to almost daily, and carries a high remembrance factor.

**Stop Servicing Break Even Customers**

If this idea makes you gasp, think harder. You are falling for the fallacy of increasing sales instead of boosting profits. If you stop marketing to unprofitable customers, you have more time and resources for customers who actually grow your business. Take a detailed look at your customer profitability data and then direct premium services and marketing to customers who count.

Compiled by Fikile Mkhonta, Times of Swaziland – Friday, September 13, 2013

SECTION A

- Q. 1 Small businesses (SMEs) find themselves in between a rock and a hard surface when it comes to advertising, especially when the economy is not doing well. Discuss. (10 marks)
- Q. 2 An appealing message is very important as a killer punch in a fight. It is a conclusion of the fight. what are the activities before the match winner? (10 marks)
- Q. 3 More often than not, SMEs want to do it on their own, yet collaboration is beneficial. Discuss. (10 marks)
- Q. 4 Social media is the in thing, effective and affordable as a marketing tool. What is your opinion on its use by SMEs? (5 marks)
- Q. 5 Customers are not and will never be equal for any business. Some Customers are more equal than others. Do you agree? If yes or no, why? (5 marks)

SECTION B

- Q. 1 Todays large Companies and Multi National Companies are forever growing, and consists of a number of organizational levels. Discuss these with examples. (20 marks)
- Q. 2 The traditional marketing mix takes the Company's view of the market. Discuss with relevant examples the elements that take the view of the Customer. (20 marks)
- Q. 3 Poor Customer service results in high costs which the Company must pay or bear. Discuss with relevant examples. (20 marks)
- Q. 4 The characteristics of services represent enormous challenges for the Marketer. Discuss these using relevant examples. (20 marks)
- Q. 5 Small businesses (SMEs) are often referred to as growth engines of an economy. Discuss with examples the contributions of SMEs to the Swaziland economy. (20 marks)