

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION PAPER
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TITLE OF PAPER : **MARKETING COMMUNICATIONS**
COURSE CODE : **BA 320 FULL TIME, BA 526 FULL TIME**
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.

KNOW YOUR PRODUCER, YOU WILL KNOW YOUR MEAT

ADDITIVES MAY BE LEGAL, BUT THERE IS REASON TO AVOID THEM.

FOOD. It is a loaded word which ever way you look at it. Some of us eat too much of it, others way too little. Tons of it is produced, tons of it is wasted.

Some of it is good for us, but lots of it is not and some of it is not even food.

If global nutrition experts are to be believed, about 80% of foods on supermarket shelves today did not exist 100 years ago. And they claim that the more additives manufacturers add to our food to extend its life, the more it shortens our own.

South Africa's there is a don key in my wors furore, coupled with the horse meat scandal in the UK, focused consumer attention on what is and should be in our meat for the first time in years.

Nearly 60% of 139 meat products tested by the University of Stellenbosch included the DNA of animal species not listed on the labels. Most of the incorrect labeling involved pork, chicken, beef and sheep, but at least five samples contained goat, four had water buffalo and one had donkey. Cross contamination issues at processing plants, the poor traceability of meat sold and sloppy labeling were blamed.

Far more troubling for me, however, are the non animal additives added to most meat in South Africa every day. They are also not labeled and they do not have to be. I am talking about routine antibiotics used in the chicken, beef, lamb and pork industries to keep factory farmed livestock alive and free of disease, as well as the added growth hormones and stimulants used to fatten them up for slaughter.

This is how conventional farming which includes confined grain feedlots housing up to 100 000 head of cattle during the growth "finishing" period has operated in South Africa and elsewhere for decades.

If I had to chose between unwittingly eating a bit of donkey meat or absorbing recycled pharmaceuticals and synthetic hormones meat, I know which lesser of the two evils I could more easily swallow.

So what choices do consumers have when they want to eat more ethically and healthily? Quite a few, if they do their homework.

Eating organic and free range food that has no antibiotics or growth hormones added to it will cost anything between 5% and 30% more. But if you can afford it, the potential benefits outweigh the added cost.

And it does not have to be a case of all or nothing. The most prolific use of routine antibiotics and growth promoters is arguably in the poultry trade a free range chicken growing naturally can take up to 120 days to be ready for slaughter, compared with just 39 days for chickens pumped with routine antibiotics and growth stimulants.

There is no conclusive evidence that eating the residue of routine antibiotics, growth promoters or added hormones affects your health. Such additives are legally permitted.

But some scientists claim that hormone residues in meat can disrupt humans hormone balance, cause developmental problems, interfere with the reproductive system and even lead to cancer. Children and pregnant women are the most susceptible to these negative health effects. There is consensus among scientists that antibiotic use in farm animals increases antibiotic resistance, which can be transmitted back to humans through food or the environment.

The potential risks of hormone growth promoters in animals have led to them being banned in the European Union. The synthetic hormone rBST, used to stimulate milk production in cows, is banned in the EU, Canada, Australia, New Zealand and Japan.

The demand for "clean" meat as some call it, is growing. Caroline McCann, owner of award winning Braeside Meat Market in Parkhurst, Johannesburg said she had seen a 300% increase in customers in the past 18 months. McCann has supplied free range, grass fed meat for the past seven years.

She is now in the process of registering a trade mark and protocol with the Department of Agriculture, Forestry and Fisheries, which will give her official certification and credibility.

Not that she needs it. The queue at her store on Saturday mornings runs out the door. But McCann wants her piece of paper proving that her meat, which is about 5% to 10% more pricey than conventional meat, is free range and grass fed.

Although her beef and lamb, fed on indigenous grass, is technically organic, it is hugely costly to prove this against strict international organic criteria.

The demand from consumers prompted Michael Ker-Fox and his wife, Vikki, to open their first butchery in Durban North five months ago.

Hope Meat Supplies, which had previously done online sales only, sources free range beef and lamb from the family's Underberg and Richmond farms, offering hormone and antibiotic free produce. The registration for his free range trademark is under way. Ker-Fox said growth accelerators cheated consumers by causing water retention, with the consumer losing out on shrinkage when the liquid in the muscle drains out during cooking. "Consumers have been blinded over the years by food producers who don't want questions asked about stimulants and antibiotics added to meat, because these additives boost weight and ensure they get a better price, he said.

Ker-Fox does not shy away from the added expense for consumers. His meat costs up to 15% more than mass produced meat. His chicken, sourced from a trusted free range farmer in the Midlands, is close to twice the price.

Greenfields Free Range Beef, sourced from a farm in the KwaZulu Natal Midlands, registered its trademark a year ago. Its beef is grass-fed on pasture with less than 5% maize supplementation. It is also free of added hormones, stimulants and antibiotics.

Greenfields's trademark is so valued that some supermarkets and a top Durban restaurant have been caught fraudulently using the farm's labels on their meat and menu.

Greenfields's beef takes up to 320 days to "finish" (get to slaughter weight) compared with 110 days for feedlot beef. It is not surprising that consumers have to fork out almost twice as much for its meat.

"People out there are making outrageous claims about their meat," said farm manager Mark Muncer. "I see producers claiming to be free range when, in fact, their beef is put into commercial feedlots for the last 90 days of their lives.

There are many other small producers in South Africa determined to farm the right way for the right seasons. They serve support.

So do those retailers, including Woolworths, Pick n Pay and Shoprite Checkers, that carry limited ranges of free range and stimulant and antibiotic free produce.

The more consumers demand clean meat, the more such meat we will see on offer. Finding a trustworthy producer, retailer or farm that practices what it preaches and is transparent about all its processes is the best way to go.

The Power Report, Megan Power, Sunday Times, July 21 2013

SECTION A

Q. 1 Labels are there to tell Customers everything about the product, ie. what makes up the product. What is the product made off. How do the meat labels in South Africa deviate from this ?

(10 marks)

Q. 2 What of the labels that do not disclose all the non animal additives contained in most South African meat. Frightening business ! Discuss.

(10 marks)

Q. 3 Even more worrying are the claims that some Scientists have come up with about the effects from the poultry trade. Discuss.

(10 marks)

Q. 4 All these findings have resulted in questions about what we eat, and demand for "free range" products. What are the challenges faced in going "free range" and "grass fed"?

(10 marks)

SECTION B

Q. 1 Fundamental marcom decisions are both conceptual and strategic. Discuss with examples.

(20 marks)

Q. 2 Brand awareness is the basic dimension of brand equity. Discuss with relevant examples the critical issues in brand awareness.

(20 marks)

Q. 3 With relevant examples discuss the different brand leveraging methods that can be used to enhance brand equity.

(20 marks)

Q. 4 It is sometimes argued that advertising is exploitative. Discuss with relevant examples the ethical issues involved in advertising

(20 marks)

Q. 5 A position strategy must reflect a competitive advantage and motivate action. Discuss with examples the different positions Companies find themselves in as far as the above two requirements are concerned.

(20 marks)