

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JULY, 2015

TITLE OF PAPER	:	MARKETING MANAGEMENT
COURSE CODE	:	BA 221 (F.T) / BA 221 IDE / BA 321 IDE
TIME ALLOWED	:	THREE (3) HOURS

INSTRUCTIONS :

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

COULD AFRICA BE THE NEXT CHINA?

Policies that develop the ever growing number of young people can lift the continent out of poverty.

Africa's changing demographic over the next three and a half decades could transform the continent into the next China, but only if its youthful population is educated and entrepreneurial.

Projections for the next 35 years indicate 1.8 billion babies will be born in Africa and its population is expected to double from 1.2 billion people in 2015 to 2.4 billion by 2050, said Unicef in a report released this week.

By the middle of this century, Africa will be home to about 41% of the world's births, 40% of all global under - fives and 37% of all children under 18, it said. Today, almost 47% of Africans are children under 18.

If you have a young dynamic, entrepreneurial workforce with the appropriate economic models to absorb this work force, you could see something like a China happening here, said David Anthony, chief of the policy advocacy and coordination unit that at Unicef.

Between 1981 and 2010, China lifted 680 million people out of poverty. But 70% of sub-Saharan Africa live below the World Bank's poverty line of \$ (R21) a day. In East and West Africa, the proportion of poor people is more than 70%.

The continent could be transformed and poverty reduced if wealth was distributed fairly, said Anthony.

It will make Africa incredibly attractive not just as an investment destination for its natural resources, but also as a consumer market.

But the window of opportunity for Africa to reap the demographic dividend is small and it is not a given. "Things will need to be done. Also, if the demographic dividend does not come, it will be a disaster . We have an incredible number of people with no opportunities" said Enrique Delamonica, chief of social policy and gender equality at Unicef Nigeria.

In the past, regions like East Asia have had much success in using their changing demographic and increased labour force to drive economic growth and increase prosperity.

African governments had to implement appropriate economic and social policies, particularly in terms of education and health, which encourages investment in children and young people, said Unicef.

The demographic dividend could turn into a burden if there is no investment in children and young people, he warned.

“If you don’t have the appropriate models to absorb this labour, what you will get is a potential working age population which is underemployed, underskilled, frustrated and deprived, with negative implications for security and stability.”

Unicef is encouraging investment in early childhood development, adequate nutrition, especially in the first 1 000 days of a child’s life to prevent stunted growth, quality education that is fit for purpose for the labour market, and the empowerment of girls.

Teenage pregnancy rates in Africa were more than double the global average and quadruple the rate in some of the poorest countries, Unicef found.

Special attention is required for Nigeria, whose population will double in the next 35 years, the report said. By 2015, Nigeria will account for 5% of all global births, and 136 million births will take place in the country from 2015 to 2030.

Nigeria has one of the fastest growing economies on the continent, but nearly half its population lives in poverty. It needed an estimated 2.5 million to three million new jobs a year, but oil, the main driver of economic growth, was not producing jobs, said Delamonica.

“About 72% of the population depends on agriculture for a living, but this is not where the well paying, high productivity type of jobs will come from that Nigeria needs to benefit from the demographic dividend”, he said.

The country is making progress in getting births registered and an estimated 57% of births are now officially recorded up from 42% in 2011.

Some states are also rolling out school nutrition and youth employment programmes, free transport for pregnant women and mothers to access medical care, and cash transfers to encourage families to send girls to school.

“Africa has this amazing opportunity . Its best assets are not its hydrocarbons or minerals, it is children and their numbers are growing.”

“They really offer our best hope to consolidate the continent’s status as a global power. But what will matter most is whether or not we take the necessary steps to invest in our children, “said Anthony.

Jana Marais.- Sunday Times, August 17,2014,Business Times, Opinion, page 12

SECTION A

Q. 1 Africa could be the next China,if specific policies are put in place. Briefly discuss.

(2 marks)

Q. 2 The following is also true :

(a) Governance should also be addressed. Briefly explain. (2 marks)

(b) Economic growth will be a result of several outcomes. Discuss briefly.

(4 marks)

Q. 3 This opportunity must be captured, and utilised. If this is not done the opportunity costs will be enormous . Discuss with examples. (8 marks)

Q. 4 How can this opportunity be effectively utilised. Briefly discuss. (24 marks)

SECTION B

Q. 1 The marketing plan is the bible of the company, hence must be owned by all employees. Discuss with example how it can be effectively evaluated (20 marks)

Q. 2 Three (3) generic strategies according to Michael Porter are a good starting point for a company to think strategically. Discuss with examples. (20 marks)

Q. 3 Discuss with examples the forces that determine the attractiveness of a market in the long run as identified by Michael Porter. (20 marks)

Q.4 Services are unique and extremely important in today's business. However their characteristics present challenges for any business. Discuss with examples. (20 marks)

Q.5 Small businesses contribute to the economy of Swaziland and any other country. Discuss with examples how they do this. (20 marks)