

University of Eswatini
Faculty of Commerce
Department of Business Administration

Main Examination 2018/2019

Course Code: BUS 321

Course Title: Foundations of Marketing Communication

Degree & Year: B.Com/Year 3

Time Allowed: 3 Hours

Instructions:

Answer section A and any other 3 questions in section B

Section A

Back to its roots: Toyota brings back the fun of driving

Here to make you smile: this is the payoff line of the TV commercial for the new Toyota Etios, an entry level car for the aspiring middle class with limited budget. Toyota president, Akio Toyoda has taken the car manufacturer back to its roots by introducing new cars that are fun to drive, coining the phrase Waku Doki – “to create excitement and to get the heart racing”. Launched in South Africa in May, the Etios – a name derived from the Greek word Ethos, meaning spirit, character and the ideals – replaces the popular Tazz. Promoted as “a vehicle that has it all”, the car has personality, the company notes. Says Toyota Motors sales and marketing senior VP Calvin Hamman: “the Etios was conceived after some of the most extensive market research ever conducted in South Africa by a motor company. “as result, we were able to strike the best balance between initial purchase price, running costs, performance and specification, all of which are essential to a quality, affordable, value for money vehicle. After all, the Tazz left us with very big shoes to fill.” It is therefore no surprise that Toyota South Africa has regained top position in the top brand consumer car category this year. Where last year the luxury brands dominated over the more populist cars, Toyota’s achievement this year offers an indication that there has been an increase in the average person buying cars. Also joining the Toyota fleet is the 86, a sport collaboration between Toyota and Subaru, the latter distribution it as Subaru BRZ. Toyota chief Toyoda is very excited about the new 86. “Car lovers are going to enjoy this car,” he said during the launch of the car in Japan late last year. With its name inspired by the old Toyota models Levin and Trueno, both popular sport and hatch-back cars in the 1980s, the Toyota 86 was conceived as a classic sports car, appealing to someone who enjoys driving for the sake of driving.

The emphasis for Toyota in Africa has been the tradition of the brand; the focus was on strength, reliability and toughness. Now the company is turning to the driver, and the sheer joy of driving. As the marketing campaign for the new Toyota 86 has it: “Go play.”

Question 1

[40 Marks]

Deriving from this case, identify how Toyota has been able to make use of Integrated Marketing Communication tools?

Section B

Question 2 [20 Marks]

- a. Using a model, attempt a comprehensive analysis of IMC?
- b. State the summary of issues that have been addressed in IMC literature over the past years?

Question 3 [20 Marks]

- a. What is a brand?
- b. State the dimensions of brand awareness?
- c. What are the reasons why it is difficult to measure Marketing Communication effectiveness?

Question 4 [20 Marks]

Explain as comprehensive as possible, ethical issues in Marketing Communications as they affect the philosophy of marketing?

Question 5 [20 Marks]

As a marketing manager, identify and explain in full variables that can be used for effective market targeting?

Question 6 [20 Marks]

- a. Define brand positioning?
- b. What do you understand by the word "Meaning" in Marketing Communication and how does the word relate to positioning in Marketing Communication?
- c. What are the benefits of positioning?

Question 7 [20 Marks]

Discuss the methods of setting objectives and budgeting in Marketing Communication?