

**UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
BUS 424 APPLIED MARKETING
EXAMINATION 2019**

**TITLE OF PAPER: APPLIED MARKETING
COURSE: BUS 424
DEGREE AND YEAR: BCOM4
TIME ALLOWED: ONE HOUR**

INSTRUCTIONS:

1. THIS PAPER CONSISTS OF A CASE STUDY ON ESWATINI KITCHEN BASED ON THE CLASS VISIT TO THE PRODUCTION FACILITY
2. ANSWER ALL QUESTIONS
3. LAY YOUR WORK OUT CLEARLY USING **PROVIDED** HEADINGS, Eg. A)
7. ENSURE THAT YOUR ID NUMBER IS INDICATED ON YOUR EXAMINATION COVER PAGE. NO NAMES SHOULD BE RECORDED ANYWHERE ON THE EXAMINATION BOOK.

TWO PAGES, 50 TOTAL MARKS

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL
INVIGILATOR HAS GRANTED PERMISSION**

APPLIED MARKETING 2019

1. You have been taken on a facility tour of Eswatini Kitchen. During your tour, the production manager, the marketing manager, and the safety manager gave you information about the high number of exports and the low number of domestic sales of the product. You were given information about the different types of products offered and the market characteristics of the export versus the domestic market.

Do a SWOT analysis of Eswatini Kitchen. Your examples must be realistic and current:

- a. Four Strengths (5 Marks),
b. Four Weaknesses (5 Marks),
c. Four opportunities, (5 Marks) and
d. Four threats (5 Marks).
2. a. Describe, in detail, a domestic target market with which Eswatini Kitchen will be successful. (10 MARKS)
b. Create a marketing mix strategy for the above Eswatini Kitchen domestic market segment. State the critical issues for success with that market. (20 MARKS)

TOTAL 50 MARKS