

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

TITLE OF PAPER: APPLIED MARKETING
COURSE: BUS 424
DEGREE AND YEAR: BCOM4
TIME ALLOWED: TWO HOURS

INSTRUCTIONS:

1. This paper consists PART A (case study) and PART B.
2. Answer all questions in PART A and any two questions in PART B.
3. Lay your work out clearly using **provided** headings, eg. a), b)...
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, 100 TOTAL MARKS

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

PART A CASE STUDY

Harley-Davidson

Harley-Davidson, a U.S. brand synonymous with beautiful motorbikes, inspires many to own its customized bike with iconic engine. Today the brand is sought after not only in the United States but globally too. What explains its wide global acceptance, and the strong sense of brand loyalty among Harley-Davidson motorbike owners? Harley-Davidson dealers, ranging from the CEO to the sales staff, maintain personalized relationships with customers through face-to-face and social media contact.

Knowing customers as individuals and conducting ongoing research to keep up with the changing expectations and experiences helps Harley-Davidson to define its customers' needs better. Current customers have told Harley-Davidson's management to keep the identity, look, and sound of the motorcycles because they are unique. Globally, customers accept the U.S. brand image as it stands. When customers' views are heard and accepted by management, customers develop greater brand loyalty, creating an extraordinary customer experience that is unique and valuable. Buying a Harley allows owners to express their individualism and freedom, connect with friends, and share a sense of comradeship through the activities of H.O.G., the company-sponsored Harley Owners Group and riding club.

Owners of new Harley-Davidson motorbikes enjoy free H.O.G. membership in the first year. If renewed, members can enjoy various discounts and benefits. Examples of events and activities that are sponsored by independent dealerships, such as Harley-Davidson of Singapore, can range from short rides and major destination rides, to local charity events. H.O.G. members are also invited to events, such as new model launches, and riders' appreciation nights. Dealers in each country support H.O.G. members and foster positive bonding relationships among members and other dealers.

In Singapore, for instance, a community of friends rides Harley-Davidson motorcycles with a passion. "We ride 'em, and we have lots of fun! And we've been doing it since 1996 in Singapore." "To Ride and Have Fun" is a motto that all H.O.G. chapters around the world follow. Riders associate riding with other owners as a time of bonding that conveys the image of freedom and adventure.

Membership in H.O.G. has increased. Now not only men but women, children, and families are a part of H.O.G.'s many and varied group outings and activities. Harley-Davidson has developed a strong brand image and consumers appreciate it even more by experiencing it firsthand. The desire to be associated with the Harley-Davidson brand is strong because it is linked to an aspirational lifestyle. There are more than 2,000 H.O.G. members in Malaysia alone, with around 500 active riders. The Southeast Asia Harley Owners Group (SEA HOG) organizes rallies and rides as well as charity events. In late 2013, a two-day event followed by a five-day riding tour attracted 800 owners to celebrate the 110th anniversary of the brand.

(case is from Kotler Keller, Marketing Management, 15th edition, 2015)

1. a) What has Harley-Davidson done with its H.O.G. program to create an extraordinary customer experience that is unique and valuable to its members? (20 MARKS)

b) Based on what you have read in the case, describe the reasons you think the motorcycle manufacturer been so successful with this strategy. (10 Marks)
 2. To enlarge its customer base, what course of action would you recommend for Harley-Davidson to cultivate long-term relationships with a younger audience, aged between 18–34? (20 MARKS)
-

PART B
(50 MARKS)

ANSWER ANY TWO QUESTIONS

3. You are interviewing for the position of marketing officer at the University of Eswatini. They ask you to present a marketing plan for your interview to prove you have a good understanding of marketing. Provide an outline of an appropriate marketing plan for UNESWA. (25 Marks)
4. What is a marketing audit? Given what you know about the marketing efforts of UNESWA, Please discuss what the findings of your marketing audit would entail. (25 Marks)
5. This semester, our class visited Eswatini Kitchen.
 - a) Please describe their product line. (10 MARKS)
 - b) In detail, please describe an appropriate local target market segment and why Eswatini Kitchen would be successful in this market. (15 MARKS)

TOTAL 100 MARKS