

54

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
RESIT/SUPPLEMENTARY EXAMINATION 2021

TITLE OF PAPER : APPLIED MARKETING

COURSE : BUS424

DEGREE AND YEAR : BCOM4

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

- 1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B)**
- 2. SECTION (A) IS COMPULSORY**
- 3. ANSWER ANY THREE (2) QUESTIONS FROM SECTION B**
- 4. THE TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS FIVE (5)**

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION
IN ENGLISH AND FOR ORDERLY PRESENTATION

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

SECTION B (ANSWER ANY TWO QUESTIONS)**QUESTION 2**

The Eswatini Post and Telecommunication Corporation (EPTC) is currently considering entering the mobile service provider industry. Advise the CEO of EPTC on the dangers of positioning too close to the dominant brand in the market and suggest strategies you would use to position EPTC. (25 MARKS)

QUESTION 3

The positioning decision is a strategic one, with implications not only for how the organisation's goods or services should be designed, but also for developing the other elements of the marketing mix. Deliberate using examples. (25 MARKS)

QUESTION 4

Your cousin want to start their own business and they have decided not to write a marketing plan because they already have funding. Explain to your cousin why it is important for them to write a marketing plan and then provide an appropriate outline for your cousin's proposed business (use any business of your choice). (25 MARKS)

QUESTION 5

There are many barriers that stand in the way of successful implementation of marketing strategy, some evident and some not. Using an organisation of your choice, discuss barriers emanating from the firm's internal environment that may hinder successful implementation of marketing strategy. (25 MARKS)