



**UNIVERSITY OF ESWATINI**

**INSTITUTE OF POST GRADUATE STUDIES**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION PAPER**

**NOVEMBER 2021**

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<b>TITLE OF PAPER</b>	<b>:</b>	<b>MARKETING MANAGEMENT</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BUS 604</b>
<b>TIME ALLOWED</b>	<b>:</b>	<b>THREE (3) HOURS</b>
<b>EXAMINER</b>	<b>:</b>	<b>PROF JJ PRINSLOO</b>
<b>MODERATOR</b>	<b>:</b>	

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**INSTRUCTIONS:**

- 1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (8)**
- 3. ANSWER ALL THE INDICATED QUESTIONS**
- 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.**

**SPECIAL REQUIREMENTS: NONE**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.**

## Theoretical and practical applications

1. Marketing as an industry specific - and academic – application has been conducted over time (roughly started during the 1900's in modern time) has changed (evolution process) as the discipline has developed and adapted to continuously changing influences. Throughout this evolution of Marketing, several development phases can be identified. Specific marketing philosophies have thus dominated during each of the time periods. Analyze and discuss the mentioned “philosophies”.

(18)

2. As Marketing Managers we create a unique marketing mix by combining product, distribution, marketing communication and price strategies. This uniquely developed product offering has then to be marketed to a specific target audience within a wider marketing environment. **Graphically illustrate and briefly explain the “external environmental” components of the marketing environment.**

(14)

3. Consumers' product and service preferences and buying patterns are constantly changing. In order to address this constant state of flux and create a proper marketing mix for a well-defined market, marketing managers must have a thorough knowledge and understanding of consumer behaviour. **Briefly explain how the “social factors” (refer to the model of consumer behaviour) influence consumer buying patterns and general behaviour. Use practical applicable examples to motivate your answer.**

(10)

### 4. Consumer Behaviour - Case study

#### ***Growth in township and downtown outlets boosts Famous Brands profit***

Famous Brands' chief operating officer Jacky Chokwe said the group had seen 'phenomenal' growth in new restaurants opened in and around the fringes of townships and downtown metropolitan areas experiencing urban renewal. Chokwe said there had been strong growth. 'We have a Steers outlet in the new shopping complex in Protea, Soweto, and it is doing very well. There are huge rewards for those who are prepared to take the opportunities in these growing markets,' he said. With casual dining trends gaining hold in Southern Africa, the

growth of the emerged middle class and rapid development of double income families, the shift to convenience and home meal replacement is becoming a norm,' he said.

### **Questions**

- 1 How are consumer behaviour patterns in terms of fast food consumption changing?
- 2 Which environmental variables are driving these changes?
- 3 How can small business capitalise on these opportunities?

(10)

## **5. Segmentation - Case study**

**Fast-growing and recession-resistant over 40s market presents a golden opportunity for Southern African Business.**

### ***Apply segmentation and targeting***

South African business could be ignoring the moneyed over-40's market at their peril, says director of the University of Cape Town Unilever institute for Strategic Marketing, Professor John Simpson. With a combined income of R300 billion, the 1.9 million South Africans who are older than 40 and classified as being between living standards measures (LSM) 7 and 10 - an economic force to be reckoned with.

One of the factors that contribute to this market prosperity is that many 'prime timers' are not as burdened by debt as their younger counterparts, explains Professor Simpson. "Our study reveals that many South Africans over 40 believe that most marketing messages are aimed at those in their 20's and 30's, and feel alienated by marketing communication, overlooked by product developers and dissatisfied with customer service", explains Simpson. 'Traditionally, marketers have focused their marketing communication on the under - 40 market. The reality is that the majority of this market has less disposable income than prime timers. "Older consumers who are financially in their prime feel alienated by advertisers and marketers' obsession with youth". This provides a tremendous opportunity for savvy businesses and marketers.'

An opinion often voiced by prime time respondents was that firms do nothing to reward brand loyalty. This is regrettable, as it leads to the attrition of business'

most valuable customer base.' Clothing, in particular, was singled out with regards to both sizing and styling: many participants complained that despite having the money to spend on clothing, they found it increasingly difficult to find clothing that fitted them, but was also fashionable.

## QUESTIONS

- Briefly explain segmentation and identify the different segments represented in this case. [5]
- How would you go about targeting the over 40's market segment? [5]

(10)

6. Graphically, illustrate the different distribution channel combinations available for the distribution of consumer products. Use practical applicable industry examples to explain the difference between the different channel combinations.

(12)

7. With reference to the "Elements of the marketing communication mix" – Explain each of these elements (**advertising, public relations and publicity, personal selling and sales promotion**) and also support your explanation with a practical market related example and the functioning there off.

(16)

8. If you are being asked as a "**Marketer**" to **grow/enhance the branding (image)** of the governmental department or commercial business sector where you are an employee, explain within the relevant context how you would approach and implement this job?

(10)

**Total**

**100**