



FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING MANAGEMENT
Supplementary Examination

<u>MODULE</u>	MARKETING MANAGEMENT 1B
<u>CODE</u>	MAR11B2 / MMA21B1
<u>DATE</u>	TBA
<u>DURATION</u>	120 minutes
<u>TIME</u>	2 HOURS
<u>TOTAL MARKS</u>	100

<u>LECTURER</u>	MS N CUNNINGHAM
<u>INTERNAL MODERATOR</u>	MS N MASHABA
<u>NUMBER OF PAGES</u>	10

INSTRUCTIONS TO CANDIDATES:

- This is a **closed book** exam.
- Question papers must be **handed in**.
- Answer all the questions.
- Read the questions carefully and answer only what is asked.
- Draw a line after each question answered.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- Ensure that all your personal particulars appear on each answerbook.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION B: DISCUSSION QUESTIONS

[70]

QUESTION 1

[6 MARKS]

When marketers make the decision to collect primary data, there are three approaches that they can consider. Describe these **three (3)** research approaches. (6)

QUESTION 2

[8 MARKS]

Business buyers are subject to many influences when they make their buying decisions. Describe the **four (4)** factors influencing business buyers. (8)

QUESTION 3**[14 MARKS]**

Building a reputation around familiarity, trust and likeability is important when an organisation is on social media. Describe the **seven (7)** methods a brand can use to earn familiarity, trust and likeability online. (14)

QUESTION 4**[8 MARKS]**

Products and services bought by final consumers for personal consumption are called consumer products. Explain the **four (4)** types of consumer products. As part of your answer provide a practical example of each type. (8)

QUESTION 5**[8 MARKS]**

When making product mix decisions, organisations need to investigate four dimensions. Describe these **four (4)** dimensions and apply the dimensions to Debonairs Pizza. (8)

QUESTION 6**[8 MARKS]**

Describe the **four (4)** major online marketing domains. As part of your answer provide a practical example for each domain. (8)

QUESTION 7**[6 MARKS]**

Firms in different competitive positions may follow different strategies. Explain the **three (3)** strategies a market leader would follow. (6)

QUESTION 8**[2 MARKS]**

Explain what you understand by the term 'competitive advantage.' (2)

QUESTION 9**[10 MARKS]**

Enlightened marketing holds that a firm's marketing should support the best long-term performance of the marketing system. Explain the **five (5)** principles of enlightened marketing. (10)

THE END

ANSWER SHEET
Supplementary Examination 2015

Initials & surname: _____

Student number: _____

Question					
1.	A	B	C	D	E
2.	A	B	C	D	E
3.	A	B	C	D	E
4.	A	B	C	D	E
5.	A	B	C	D	E
6.	A	B	C	D	E
7.	A	B	C	D	E
8.	A	B	C	D	E
9.	A	B	C	D	E
10.	A	B	C	D	E
11.	A	B	C	D	E
12.	A	B	C	D	E
13.	A	B	C	D	E
14.	A	B	C	D	E
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22.	A	B	C	D	E
23.	A	B	C	D	E
24.	A	B	C	D	E
25.	A	B	C	D	E
26.	A	B	C	D	E
27.	A	B	C	D	E
28.	A	B	C	D	E
29.	A	B	C	D	E
30.	A	B	C	D	E

TEAR OFF AND PLACE IN THE BACK OF YOUR ANSWER SHEET!

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