



FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING MANAGEMENT
Integrated Marketing Communications
SUPPLEMENTARY EXAMINATION 2015

MODULE: MARKETING MANAGEMENT 2C
CODE: MAR 22C2 AND BMB 2C01
DATE: TBC
DURATION: 2 HOURS
TIME: TBC
TOTAL MARKS: 100

EXAMINER: Dr I Lubbe
MODERATOR: Ms N Cunningham
 Ms N Mashaba
NR OF PAGES: 4

INSTRUCTIONS TO CANDIDATES:

- Please read the SUNLIGHT case study.
- Question papers must be handed in.
- Read the questions carefully and answer only what is asked.
- Draw a line after each question.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- Provide examples/application to the case study throughout the paper.
- Remember that no Marks will be allocated for naming.
- The general University of Johannesburg's policies, procedures and rules pertaining to written assessments apply to this assessment.

CASE STUDY**Sunlight Case Study**

Although the household possession rate of automatic dishwashers in South African is expected to continue increasing, growth is expected to be slower, increasing by one percentage point over the course of the forecast period. Hand dishwashing is therefore expected to remain the dishwashing product of choice among the majority of South African households during the forecast period.

Unilever continued to dominate the dishwashing market in South Africa, registering current value growth of 55% during 2014. Despite losing value share to more economical brands and private label towards the end of the review period, Unilever's Sunlight brand remains a firm favourite amongst South African consumers. The iconic brand enjoys strong consumer loyalty and prominent positions on retail shelves supported by frequent above-the-line and below-the-line advertising campaigns.

Adapted from: Euromonitor and Samsung Radianz websites. Available on: <http://www.euromonitor.com/dishwashing-in-south-africa/report>, http://www.samsungradianz.co.za/pdfs/Residential_Warranty.pdf and accessed on 5 August 2015

SECTION A**[100 MARKS]****QUESTION 1 [24 Marks]**

- 1.1. Briefly explain the STP marketing approach. (6)
- 1.2. Define 'point-of-entry' marketing. (2)
- 1.3. The Bahr-Interbrand positioning opportunity model has a 'stretch' component. Explain what this is, and what this means for Sunlight dishwashing liquid. (4)
- 1.4. Define concept testing and explain how Sunlight dishwashing liquid could have applied this type of test? (3)
- 1.5. Copywriting for Print Advertising is the first step in the copy development process. Examine the below advert by explaining the three (3) components AND applying each of these components of print copy. The copy states: "*½ ton a month – that's how many dishes you do for a family of four. Sounds like you ought to know about new Lux liquid detergent.*" (9)



QUESTION 2 [25 Marks]

- 2.1 Differentiate between *reach* and *frequency*. (4)
- 2.2 Refer to Barger's article (Barger, V.A., 2013. An Integrated Marketing Communications Perspective on Social Media Metrics. *International Journal of Integrated Marketing Communications*. Spring 2013) to answer the following questions:
- 2.2.1 Discuss the four (4) opportunities for improving customer satisfaction in detail. (8)
- 2.2.2 Explain how social media can be used to create awareness by 'going viral.' Use your own hypothetical Sunlight liquid dishwashing examples to strengthen your answer. (4)
- 2.3 In your words, explain display advertising in newspapers. (2)
- 2.4 Briefly describe the goals of sales promotion and link these to the techniques used in the **consumer** market. (7)

QUESTION 3 [24 Marks]

- 3.1. Explain the reasons for the growing popularity of event marketing and sponsorship as a modern means of experiential brand promotion. (6)
- 3.2. Define product placement and use your own example of how Sunlight dishwashing liquid can use this promotional tool. (4)
- 3.3. The following question relate to the Venkatesh (2015) article: 'Mobile Marketing. (From Marketing Strategy to Mobile Marketing Campaign Implementation).'
- 3.3.1. Define advertising (2 marks), mobile advertising (2 marks) and briefly describe the mobile advertising formats (5 marks). (9)
- 3.4. Identify the risks to the Sunlight brand of using sales promotion. (5)

QUESTION 4 [25 Marks]

- 4.1 The following questions relate to the article by Supriya, Vasudha and Yadav (2014): Social Networking - An Influencer of Brand Promotion".
- 4.1.1 Briefly discuss the benefits of social networking via the use of social media. (5)
- 4.1.2 In your opinion, which social media platform should the Sunlight dishwashing brand utilise as a social networking tool, and why? (3)
- 4.2 Explain the key role of direct marketing and personal selling in complementing other advertising activities. (5)
- 4.3 Briefly describe the six objectives of public relations. (12)

