



DEPARTMENT OF ECONOMICS AND ECONOMETRICS
JUNE FINAL ASSESSMENT 2014
SOWETO CAMPUS

Course: BANKING 3A (Diploma)

Marks: 100 marks

Time: 3 hours

Assessors: J MABEJANE

Moderator: MR A PAMPALLIS

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1. Answer all the questions in Section A and B
 2. Section C: Answer any two of the three questions maintaining the numbering and order
 3. Number of pages: 5 pages
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SECTION A

MULTIPLE CHOICE QUESTIONS

[30 MARKS]

1.1 Marketing is _____.

- a. the same as advertising and sales
- b. not used by small corporations
- c. about satisfying customer needs
- d. making a profit

1.2 The set of benefits/values a company promises to its customers is called _____.

- a. value proposition
- b. advertising
- c. supply and demand
- d. production concept

1.3 Human welfare, want satisfaction, and profits are the three considerations underlining the concept known as _____.

- a. societal marketing
- b. customer-driven
- c. sales-driven
- d. production

1.4 The organization should base its mission statement on its _____.

- a. profitable goals
- b. customers' welfare
- c. product's value
- d. distinctive competencies

1.5 The network comprised of the company, vendors, distributors, and customers who "partner" with each other to improve the performance of the entire system is called _____.

- a. value-delivery network
- b. positioning
- c. market concept
- d. market penetration

1.6 Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers is known as _____.

- a. segmentation
- b. target marketing

- c. differentiation
- d. positioning

1.7 Once the various market segments have been determined, the next step in the marketing strategy process is ____.

- a. market evaluation
- b. target marketing
- c. product positioning
- d. market penetration

1.8 The set of controllable, tactical marketing tools that the firm blends together to produce its response to the wants of its target market are called its ____.

- a. marketing arsenal
- b. marketing mix
- c. marketing position
- d. independent marketing options

1.9 A company's ____ consists of its suppliers, marketing intermediaries, customers, competitors, and publics.

- a. macroenvironment
- b. microenvironment
- c. business environment
- d. marketing environment

1.10 Banks, insurance companies, and credit companies that aid in financial transactions are called ____.

- a. financial intermediaries
- b. marketing services agencies
- c. physical distribution firms
- d. positioning

1.11 The baby boomer generation is made up of the period ____.

- a. 1960-1971
- b. 1946-1964
- c. 1980s
- d. 1920-1929

1.12 There are three trends in the natural environment that marketers are monitoring. These are ____, ____, and ____.

- a. shortages of raw materials; increased legislation; increased consumerism
- b. the green movement; shortages of raw materials; increased pollution
- c. increased pollution; increased government intervention; shortages of raw materials
- d. increased consumerism; **increased population; increased ethical expectations**

1.13 In a marketing information system, the first step is ____.

- a. distributing data to managers
- b. forming focus groups
- c. determining the marketing mix
- d. assessing information needs

1.14 The systematic collection and analysis of publicly available information about your competitors is referred to as ____.

- a. marketing concept
- b. marketing strategy
- c. marketing intelligence
- d. focus groups

1.15 What is often the hardest step in the marketing research process?

- a. defining the problem
- b. developing the research plan
- c. implementing the research plan
- d. reporting the findings

SECTION B

ANSWER TRUE OR FALSE

10 MARKS

2.1 Customer satisfaction depends on the product/service's perceived performance relative to a seller's expectations. (2 marks)

2.2 Customer relationship management (CRM) deals with all aspects of acquiring, keeping, and growing customers. (2 marks)

2.3 The customer's evaluation of the difference between benefits and costs of a product/service as it relates to the competition is called customer perceived value. (2 marks)

2.4 Strategic business units (SBUs) are classified as stars, cash cows, cats, or dogs. (2 marks)

2.5 The process of evaluating your marketing strategy and taking corrective action to ensure those objectives are reached is called marketing control. (2 marks)

SECTION C

ESSAY QUESTIONS:

[60 MARKS]

ANSWER ANY TWO OF THE THREE QUESTIONS BELOW, ADHERE TO NUMBERING AND ORDER.

- 2.1 Critically discuss what market targeting entails and further discuss the different levels that market targeting can be undertaken broadly. (30 marks)
- 2.2 Critically discuss the major steps in sales force management in your conclusion part of your essay indicate the challenges of work force management in a South African Banking environment. (30 marks)
- 2.3 Critically discuss the process of setting up an online marketing and how can this be used in a banking business. (30 marks)

" The end"