

**FACULTY OF MANAGEMENT****Examination 2014**

<b><u>DEPARTMENT</u></b>	Marketing Management
<b><u>MODULE</u></b>	MARKETING MANAGEMENT 2A01
<b><u>CODE</u></b>	BMB 2A01
<b><u>DATE</u></b>	19 June 2014
<b><u>DURATION</u></b>	120 minutes
<b><u>TIME</u></b>	08:30 – 10:30
<b><u>TOTAL MARKS</u></b>	100

---

<b><u>LECTURER</u></b>	MS N CUNNINGHAM / MR M BRESLER
<b><u>INTERNAL MODERATOR</u></b>	MS B STIEHLER
<b><u>NUMBER OF PAGES</u></b>	15

---

**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 in section B.
- 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.

**FAKULTEIT BESTUUR****Eksamen 2014**

<b><u>DEPARTEMENT</u></b>	Bemarkingsbestuur
<b><u>MODULE</u></b>	BEMARKINGSBESTUUR 2A01
<b><u>KODE</u></b>	BMB 2A01
<b><u>DATUM</u></b>	19 Junie 2014
<b><u>DUUR</u></b>	120 minute
<b><u>TYD</u></b>	08:30 – 10:30
<b><u>TOTALE PUNTE</u></b>	100

---

<b><u>DOSENT</u></b>	ME N CUNNINGHAM / MNR M BRESLER
<b><u>INTERNE MODERATOR</u></b>	ME B STIEHLER
<b><u>AANTAL BLADSYE</u></b>	15

---

**INSTRUKSIES AAN KANDIDATE:**

- Hierdie is 'n **toe-boek** eksamen.
- Vraestelle moet **ingedien** word.
- Beantwoord al die vrae.
- Lees die vrae sorgvuldig deur en beantwoord net wat gevra word.
- Trek 'n streep na elke vraag wat beantwoord is in afdeling B.
- Nommer jou antwoorde duidelik.
- Skryf netjies en leesbaar.
- Struktureer jou antwoorde deur toepaslike opskrifte en onderopskrifte te gebruik.
- Maak seker dat al jou persoonlike besonderhede op elke antwoordboek verskyn.
- Die algemene beleide, prosedures en reëls van die Universiteit van Johannesburg met betrekking tot skriftelike assessering is op hierdie **assessering** van toepassing.

**SECTION B: DISCUSSION QUESTIONS****[70]**

Read through the case study that has been provided in Appendix A and answer the questions that follow.

**QUESTION 1****[16]**

*Please take note that the following questions are based on chapter 7 (Positioning the firm and its products).*

Discuss the repositioning of a brand by referring to:

- 1.1 Definition of repositioning. (2)
- 1.2 Reasons for repositioning. (5)
- 1.3 Repositioning in the maturity phase of the product life cycle. (5)
- 1.4 Typical positioning errors. (4)

**QUESTION 2****[10]**

*Please take note that the following questions are based on chapter 8 (Product decisions).*

- 2.1 Describe the five (5) product levels. (5)
- 2.2 Discuss the Samsung Galaxy S4 smart phone in terms of the five product levels. (5)

**QUESTION 3****[11]**

*Please take note that the following questions are based on chapter 9 (Developing and managing products) and chapter 10 (Marketing channels and the role of intermediaries).*

- 3.1 Briefly discuss the six (6) categories of new products. (6)
- 3.2 Identify the category of new product that the Galaxy S4 is classified in. Motivate your answer. (2)
- 3.3 There are many routes a product can take to reach the final consumer. Illustrate the most common marketing channel structure that Samsung will make use of to distribute the Galaxy S4 in the South African market. (3)

**AFDELING B: BESPREEKINGSVRAE****[70]**

Lees deur die gevallestudie wat verskaf is in Bylaag A en beantwoord die vrae wat volg.

**VRAAG 1****[16]**

*Neem asseblief kennis dat die volgende vrae gebaseer is op hoofstuk 7 (Posisionering van die onderneming en sy produkte).*

Bespreek die herposisionering van 'n handelsmerk deur te verwys na:

- 1.1 Definisie van herposisionering. (2)
- 1.2 Redes vir herposisionering. (5)
- 1.3 Herposisionering in die volwasse fase van die produklewensiklus. (5)
- 1.4 Tipiese posisioneringsfoute. (4)

**VRAAG 2****[10]**

*Neem asseblief kennis dat die volgende vrae gebaseer is op hoofstuk 8 (Produkbesluite).*

- 2.1 Beskryf die vyf (5) produkvlakke. (5)
- 2.2 Bespreek die Samsung Galaxy S4 slimfoon in terme van die vyf produkvlakke. (5)

**VRAAG 3****[11]**

*Neem asseblief kennis dat hierdie vrae gebaseer is op hoofstuk 9 (Ontwikkeling en bestuur van produkte) en hoofstuk 10 (Bemarkingskanale en die rol van tussengangers).*

- 3.1 Bespreek die ses (6) kategorieë van nuwe produkte kortliks. (6)
- 3.2 Identifiseer die kategorie van nuwe produk waarin die Galaxy S4 geklassifiseer word. Motiveer jou antwoord. (2)
- 3.3 Daar is verskeie roetes wat 'n produk kan neem om die finale verbruiker te bereik. Illustreer die mees algemene bemarkingskanaal struktuur wat Samsung sal gebruik om die Galaxy S4 te versprei in die Suid Afrikaanse mark. (3)

**QUESTION 4****[7]**

*Please take note that the following questions are based on chapter 13 (Pricing concepts and setting the right price).*

As the Marketing Manager of Samsung you are instructed to set a price on the Samsung Galaxy S4. With this in mind answer the following questions:

- 4.1 Explain in detail to your colleagues what the three (3) basic strategies are that you can possibly use to set a price on the Samsung Galaxy S4. (6)
- 4.2 In your opinion, which one of the aforementioned strategies will Samsung use to set a price on the Samsung Galaxy S4? (1)

**QUESTION 5****[20]**

*Please take note that the following questions are based on chapter 14 (The strategic marketing plan).*

- 5.1 Illustrate the strategic marketing planning process. *(Please remember that this is a process and therefore the steps must be in order).* (10)
- 5.2 Briefly discuss the four (4) opportunity-utilisation strategies that organisations can use. No application to the case study is needed. (4)
- 5.3 Assume that you are the Marketing Manager of Samsung South Africa. Develop three (3) well stated marketing objectives. (6)

**QUESTION 6****[6]**

*Please take note that the following question is based on chapter 15 (Specialised marketing).*

- 6.1 In addition to the traditional marketing mix (product, distribution, promotion and pricing), the services marketing mix includes three other elements. Discuss these three (3) elements in detail. (6)

**VRAAG 4****[7]**

*Neem asseblief kennis dat die volgende vrae gebaseer is op hoofstuk 13 (Prysbepalingskonsepte en hoe om die regte prys te bepaal).*

As die Bemarkingsbestuurder van Samsung word jy gevra om 'n prys vir die Samsung Galaxy S4 op te stel. Met dit in gedagte, beantwoord die volgende vrae:

- 4.1 Verduidelik in detail aan jou kollegas wat die drie (3) basiese strategieë is wat jy moontlik kan gebruik om 'n prys op te stel vir die Samsung Galaxy S4. (6)
- 4.2 In jou opinie, watter een van die voorafgenoemde strategieë sal Samsung gebruik om 'n prys op te stel vir die Samsung Galaxy S4? (1)

**VRAAG 5****[20]**

*Neem asseblief kennis dat die volgende vrae gebaseer is op hoofstuk 14 ( Die strategiese bemarkingsplan).*

- 5.1 Illustreer die strategiese bemarkingsbeplanningsproses. (*Onthou asseblief dat hierdie 'n proses is en die stappe moet dus in volgorde wees*). (10)
- 5.2 Bespreek die vier strategieë-om-geleenthede-te-gebruik wat deur ondernemings gebruik kan word kortliks. Geen toepassing op die gevallestudie word benodig nie. (4)
- 5.3 Veronderstel jy is die Bemarkingsbestuurder van Samsung Suid-Afrika. Ontwikkel drie (3) goed opgestelde bemarkingsdoelwitte. (6)

**VRAAG 6****[6]**

*Neem asseblief kennis dat die volgende vraag gebaseer is op hoofstuk 15 (Gespesialiseerde bemarkings).*

- 6.1 Buiten die tradisionele bemarkingsmengsel (produk, distribusie, promosie en prys), sluit die dienste bemarkingsmengsel drie ander elemente in. Bespreek hierdie drie (3) elemente in detail. (6)

## **APPENDIX A**

### **Samsung launches Galaxy S4**

Samsung Electronics is intensifying its rivalry with Apple with its new Galaxy S4 smartphone, which has a larger, sharper screen than its predecessor; the best-selling Galaxy S3.

The Galaxy S4, which crams a 12.7 cm screen into a body slightly smaller than the S3's, will go on sale in the United States (US) sometime between the end of April and the end of June this year. Samsung plans to offer the Galaxy S4 through 327 carriers in 155 countries, giving it a wider reach than Apple's iPhone 5. Samsung did not say what the phone will cost, but it can be expected to start at \$200 (approximately R1834) with a two-year contract in the US. The cost is comparable to the iPhone 5.

JK Shin, the executive in charge of Samsung's mobile communications division, promised the money would be well spent for a "life companion" that will "improve the way most people live every day". This bold promise set the tone for the kind of flashy presentation associated with the showmanship of Apple, the company that Samsung has been trying to upstage. Apple contends Samsung has been trying to do it by stealing its ideas - an allegation that has triggered bitter courtroom battles around the world.

In the last two years, Samsung has emerged as Apple's main competitor in the high-end smartphone market. At the same time, it has sold enough inexpensive low-end phones to edge out Nokia as the world's largest maker of phones. The Galaxy line has been Samsung's chief weapon in the smartphone fight, and it has succeeded in making it a recognisable brand while competitors like Taiwan's HTC and Korean rival LG have stumbled. Samsung has sold 100 million Galaxy S phones since they first came out in 2010. That is still well below the 268 million iPhones Apple has sold in the same period, but Samsung's sales rate is catching up.

### **The new standard and features of the Galaxy S4**

Research firm Strategy Analytics said the Galaxy S3 overtook Apple's iPhone 4S as the world's best-selling smartphone for the first time in the third quarter of last year, as Apple fans were holding off for the iPhone 5. The iPhone 5 took back the crown in the fourth quarter. One way Samsung and other makers of Android phones have been challenging

**BYLAAG A****Samsung launches Galaxy S4**

Samsung Electronics is intensifying its rivalry with Apple with its new Galaxy S4 smartphone, which has a larger, sharper screen than its predecessor; the best-selling Galaxy S3.

The Galaxy S4, which crams a 12.7 cm screen into a body slightly smaller than the S3's, will go on sale in the United States (US) sometime between the end of April and the end of June this year. Samsung plans to offer the Galaxy S4 through 327 carriers in 155 countries, giving it a wider reach than Apple's iPhone 5. Samsung did not say what the phone will cost, but it can be expected to start at \$200 (approximately R1834) with a two-year contract in the US. The cost is comparable to the iPhone 5.

JK Shin, the executive in charge of Samsung's mobile communications division, promised the money would be well spent for a "life companion" that will "improve the way most people live every day". This bold promise set the tone for the kind of flashy presentation associated with the showmanship of Apple, the company that Samsung has been trying to upstage. Apple contends Samsung has been trying to do it by stealing its ideas - an allegation that has triggered bitter courtroom battles around the world.

In the last two years, Samsung has emerged as Apple's main competitor in the high-end smartphone market. At the same time, it has sold enough inexpensive low-end phones to edge out Nokia as the world's largest maker of phones. The Galaxy line has been Samsung's chief weapon in the smartphone fight, and it has succeeded in making it a recognisable brand while competitors like Taiwan's HTC and Korean rival LG have stumbled. Samsung has sold 100 million Galaxy S phones since they first came out in 2010. That is still well below the 268 million iPhones Apple has sold in the same period, but Samsung's sales rate is catching up.

**The new standard and features of the Galaxy S4**

Research firm Strategy Analytics said the Galaxy S3 overtook Apple's iPhone 4S as the world's best-selling smartphone for the first time in the third quarter of last year, as Apple fans were holding off for the iPhone 5. The iPhone 5 took back the crown in the fourth quarter. One way Samsung and other makers of Android phones have been challenging



Apple is by increasing the screen size. Every successive generation of the Galaxy line has been bigger than the one before. The S4's screen is 56% larger than the iPhone's.

In an interview on Wednesday, 13 March 2013, Apple's Phil Schiller declined to discuss whether Apple is considering enlarging the screen on the next model of the iPhone, which is expected to be released later this year. Schiller said Apple remains confident that the iPhone 5 is the most useful and elegant smartphone available, hailing it as "the most beautiful consumer electronics device ever created".

Despite the aforementioned, Samsung believes the S4 will set the new standard. Apart from the larger screen and upgraded processor, the S4 has a battery that is 20% larger than that of the S3. Samsung did not say if that translates into a longer battery life - the added capacity might be gobbled up by the bigger screen or other internal changes.

The S4 comes with a built-in infra-red diode, so it can control an entertainment centre as a universal remote. This is a feature that has showed up in Android tablets before. The S4 comes with several new technologies intended to help users interact with the phone. For instance, the screen now senses fingers hovering just above the screen, and some applications react. The Mail application shows the first few lines of an email when a finger hovers above it in the list, and the Gallery application shows an expanded thumbnail. Users can control some other applications by making gestures in the air above the phone. In the browser, you can command the screen to scroll up by swiping from top to bottom a few inches from the phone. The Camera application can now use both the front and rear cameras simultaneously, inserting a small picture of the user even as he is capturing the scene in front of him.

When several S4s are in close proximity, they can link up to play the same music, simultaneously - perfect for headphone dance parties. The Galaxy S4 also will include a tool that enables users to create a dividing line so part of the phone is devoted exclusively to work while the other part is filled with personal information and photos. The feature is similar to a function on the latest BlackBerry - an indication that Samsung is going after other smartphone makers besides Apple with its latest model.

The new features illustrate Samsung's drive to make its phones stand out from the crowd of Android smartphones. Jan Dawson, an analyst with Ovum, said they could be seen as "gimmicks rather than game changers". "At this point, Samsung appears to be trying to kill

Apple is by increasing the screen size. Every successive generation of the Galaxy line has been bigger than the one before. The S4's screen is 56% larger than the iPhone's.

In an interview on Wednesday, 13 March 2013, Apple's Phil Schiller declined to discuss whether Apple is considering enlarging the screen on the next model of the iPhone, which is expected to be released later this year. Schiller said Apple remains confident that the iPhone 5 is the most useful and elegant smartphone available, hailing it as "the most beautiful consumer electronics device ever created".

Despite the aforementioned, Samsung believes the S4 will set the new standard. Apart from the larger screen and upgraded processor, the S4 has a battery that is 20% larger than that of the S3. Samsung did not say if that translates into a longer battery life - the added capacity might be gobbled up by the bigger screen or other internal changes.

The S4 comes with a built-in infra-red diode, so it can control an entertainment centre as a universal remote. This is a feature that has showed up in Android tablets before. The S4 comes with several new technologies intended to help users interact with the phone. For instance, the screen now senses fingers hovering just above the screen, and some applications react. The Mail application shows the first few lines of an email when a finger hovers above it in the list, and the Gallery application shows an expanded thumbnail. Users can control some other applications by making gestures in the air above the phone. In the browser, you can command the screen to scroll up by swiping from top to bottom a few inches from the phone. The Camera application can now use both the front and rear cameras simultaneously, inserting a small picture of the user even as he is capturing the scene in front of him.

When several S4s are in close proximity, they can link up to play the same music, simultaneously - perfect for headphone dance parties. The Galaxy S4 also will include a tool that enables users to create a dividing line so part of the phone is devoted exclusively to work while the other part is filled with personal information and photos. The feature is similar to a function on the latest BlackBerry - an indication that Samsung is going after other smartphone makers besides Apple with its latest model.

The new features illustrate Samsung's drive to make its phones stand out from the crowd of Android smartphones. Jan Dawson, an analyst with Ovum, said they could be seen as "gimmicks rather than game changers". "At this point, Samsung appears to be trying to kill

the competition with sheer volume of new features - there should be something here for everyone, even if most of these new features will not be used by most users," he said.

While the event in New York was going on, Samsung Electronics kicked off its annual meeting in Seoul. CEO, Kwon Oh-Hyun, told the audience that he expects slow growth in the global consumer electronics market, except in smartphones, where sales are still increasing.

**Source:** Adapted from:

News 24. 2013. Samsung launches Galaxy S4. Available from:

<http://www.news24.com/Technology/News/Samsung-launches-Galaxy-S-IV-20130315>

Date of access: 15 March 2013.

the competition with sheer volume of new features - there should be something here for everyone, even if most of these new features will not be used by most users," he said.

While the event in New York was going on, Samsung Electronics kicked off its annual meeting in Seoul. CEO, Kwon Oh-Hyun, told the audience that he expects slow growth in the global consumer electronics market, except in smartphones, where sales are still increasing.

**Source:** Aangepas vanuit:

News 24. 2013. Samsung launches Galaxy S4. Available from:

<http://www.news24.com/Technology/News/Samsung-launches-Galaxy-S-IV-20130315>

Date of access: 15 March 2013.