FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING MANAGEMENT
May / June Examination

MODULE	MARKETING MANAGEMENT 1A
CODE	MAR11A1 / MMA11A1
DATE	26 MAY 2016
DURATION	120 minutes
TIME	12:30 – 14:30 (2 HOURS)
TOTAL MARKS	100

LECTURER	MS N CUNNINGHAM
INTERNAL MODERATOR	MS N MASHABA
NUMBER OF PAGES	11

INSTRUCTIONS TO CANDIDATES:

- This is a **closed book** exam.
- No marks are allocated to naming or listing.
- 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 [15 MARKS]

1.1 Explain the **five-step (5)** consumer decision-making process in detail. (10)

1.2 With the theory provided in Question 1.1 in mind, apply the consumer decision-making process to a consumer wanting to purchase a new smartphone. (5)

QUESTION 2 [8 MARKS]

2.1 Consumer demand for products is quite different from demand in the business market. Unlike consumer demand, business demand is derived, inelastic, joint and fluctuating. Describe these demand concepts and provide a practical example in the B2B context.

(8)

QUESTION 3 [13 MARKS]

3.1 Explain the importance of market segmentation. (3)

3.2 When firms position their products in the mind of their consumers, they use a variety of bases for positioning. Describe ANY **five (5)** positioning bases and provide an example of a company using each positioning base. Motivate your example. (10)

QUESTION 4 [14 MARKS]

4.1 When designing a questionnaire, there are three basic types of questions a researcher can include in their questionniare. Assume you are desigining a questionnaire about how consumers feel about the new Lunch Bar packaging, provide an example of each type of question (as it would appear in your questionnaire). (6)

4.2   Once researchers decide how they are going to collect their primary data, they need to select the sampling procedures they will use. Assume that you want to conduct research on how students selected universities to complete their qualifications at. Describe the **four (4)** types of *non-probability sampling* **and** provide an example for each type (according to the research you want to conduct on how students selected universities to complete their qualifications at).   (8)

QUESTION 5   [8 MARKS]

5.1   There are four types of consumer products. Describe these **four (4)** types and provide a practical example for each type of product.   (8)

QUESTION 6   [12 MARKS]

6.1   The Product Life Cycle (PLC) traces the product's acceptance through four stages. Describe these **four (4)** stages in detail and provide an example of a product *currently* in each stage.   (12)

THE END – ENJOY THE BREAK ☺