



**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**Marketing Management**

**June Examination**

<b>MODULE</b>	MARKETING MANAGEMENT 3A
<b>CODE</b>	MAR33A1 / MMA13A3
<b>DATE</b>	8 June 2016
<b>DURATION</b>	180 minutes
<b>TIME</b>	12:30 – 15:30
<b>TOTAL MARKS</b>	100 marks

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<b>LECTURER</b>	Ms N Mashaba
<b>EXTERNAL MODERATOR</b>	Dr T Maree
<b>NUMBER OF PAGES</b>	SEVEN (7)

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**INSTRUCTIONS TO CANDIDATES:**

- Question paper 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.
- Remember that no marks are allocated for naming.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

**CASE STUDY: A look at MICROSOFT's CSR Effectiveness.**

The article below was published in Forbes in 2012, giving the results of a research study done on the companies with the best CSR reputations.

**BACKGROUND:****MICROSOFT Rated the company with the best CSR reputation**

*Article by Jacqueline Smith, Forbes, 2012*

In today's reputation economy, what you stand for as a corporation often matters more than what you produce or sell.

Hard to believe?

This was confirmed in June when Reputation Institute, a private global consulting firm based in New York, invited about 47,000 consumers across 15 markets to participate in a study that ranked the world's 100 most reputable companies—all multinational businesses with a global presence.

In addition to finding the companies with the best reputations, the study discovered that people's willingness to buy, recommend, work for, and invest in a company is driven 60% by their perceptions of the company, and only 40% by their perceptions of the products, and effectiveness of their CSR initiatives says Kasper Ulf Nielsen, Reputation Institute's executive partner.

Each company earned a "RepTrak™ Pulse" score representing an average measure of people's feelings for it. The scores were statistically derived from three emotional indicators: whether consumers trust, admire and love the brand. Reputation Institute then analysed what it calls the seven dimensions of corporate reputation, which were workplace, governance, citizenship, financial performance, leadership, products and services, and innovation.

Three of the seven dimensions that drive reputation (citizenship, governance, and workplace) fall into the CSR category—and analysis shows that 42% of how people feel about a company is based on their perceptions of the firm's corporate social responsibility practices.

"CSR speaks to who the company is, what it believes in and how it is doing business," Nielsen says. "Companies that are able to get recognition for the softer sides of their business are on the right path to building a sustainable business for the future."

That's why Reputation Institute decided to separately rank and honour the corporations with the best CSR.

It turns out the corporation with the very best CSR is Microsoft, the Washington-based software giant.

"It's a tremendous honour and one that we're very proud to receive," says Dan Bross, Microsoft's Senior Director of Citizenship and Public Affairs. "Being ranked the No. 1 company for CSR in this report is especially meaningful, since the data comes directly from surveys of the general public. Our citizenship mission is to serve the needs of communities around the world and to fulfil our responsibilities to the public. This has been part of our DNA for the past 30-plus years. Being recognized by the Reputation Institute really shows that our efforts are making a positive impact on people in our own backyard and around the world."

Bross says being a responsible global corporate citizen is a commitment made at all levels of the company. "It's not just a top-down effort and it's not just a grassroots effort – it's important to all of us."

#### *THE TASK:*

Since the report above in 2012, Microsoft has invested a substantial percentage of their profits and efforts into various CSR initiatives but has no knowledge on how effective their CSR is and therefore their ROI. They would like to conduct research to investigate ALL the variables investigated in 2012, such as perceptions of the company, and perceptions of the products as per Reputation Intuition's study above. In a nutshell, they would like to replicate the study above, but focussing on their customers whose personal records they have.

**ANSWER THE FOLLOWING QUESTIONS BASED ON THE CASE PROVIDED**

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

- 1.1 Taking into consideration the nature and purpose of research, clearly **differentiate** between the concepts "market research" and "marketing research". (4)
- 1.2 Marketing research helps inform both top management and middle management in decision-making. For each management level, **discuss** the types of decisions they typically need to make. (8)
- 1.3 Given the case study, **identify** what is the research question *MICROSOFT* wants to answer? In addition, **formulate** THREE (3) specific objectives based on information in the *MICROSOFT* case study. (4)
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**QUESTION 2****[8 marks]**

- 2.1 **Discuss** the elements of the marketing research mix, ensuring you consider coverage of each element (8)
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**QUESTION 3****[10 marks]**

- 3.1 **Differentiate** between focus groups and in-depth interviews by providing FIVE (5) differences. (10)
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**QUESTION 4****[10 marks]**

- 4.1 In the sampling process, selecting the sampling method is the fourth step. **Distinguish** between probability and non-probability sampling methods. (8)
- 4.2 **Suggest** and **discuss** which probability sampling method type would be most suitable for *MICROSOFT*. **Motivate** your answer given the information provided in the case study. (2)
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**QUESTION 5****[10 marks]**

- 5.1 **Discuss** the different types of data researchers can collect when conducting quantitative research. Give an example of each. (8)
- 5.2 **Identify** the type of data represented by the 7 dimension brand reputation scale used to measure *MICROSOFT*'s reputation. **Motivate** your choice. (2)
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**QUESTION 6****[9 marks]**

- 6.1 **Compile** questions for the survey questionnaire. Use the following table as a guide for the questions: (9)

Question number	Question type	Question objective
1	Closed question	To determine whether or not the respondent are aware of <i>MICROSOFT</i> 's CSR initiatives or not.
2	Likert scale	To determine the respondent's level of emotional response towards <i>MICROSOFT</i> . Measure emotional response using the dimensions provided in the case.
3	Closed question	Determine the gender of the respondent

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**QUESTION 7****[9 marks]**

- 7.1 **Discuss** the measures of central tendency. (3)
- 7.2 Suppose the following table represents the overall satisfaction of the respondents in percentages. **Calculate** the measures of central tendency and indicate how you calculated the measures. (6)

Respondent no	Overall satisfaction
1	65
2	60
3	70
4	65
5	60
6	65
7	90
8	75
9	65

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**QUESTION 8****[4 marks]**

- 8.1 **Distinguish** clearly between any FOUR (4) strategic and operational decisions that could be based on international research outcomes. (4)
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**QUESTION 9****[15 marks]**

- 9.1 **Distinguish** between "paid for media", "owned media" and "earned media". Provide examples of each type of media applying to *MICROSOFT*. (6)

- 9.2 When marketers create advertisements or promotions, they need to ensure that the promotion follows a pattern in the mind of the audience. **Illustrate** (draw) the “hierarchy of effect” model and **discuss** the THREE (3) stages depicted in this model. (9)
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**QUESTION 10****[9 marks]**

- 10.1 Social media monitoring has become an important and growing research method. **Compile** a process of social media monitoring for *MICROSOFT*. Assume that you will conduct it in-house. (9)
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**END OF EXAMINATION**

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