



FACULTY OF MANAGEMENT

June Examination 2016

DEPARTMENT Marketing Management

MODULE PRACTICAL MARKETING

CODE MMA8X10

DATE 9 June 2016

DURATION 120 minutes

TIME 08:30 – 11:30

TOTAL MARKS 100

LECTURER MRS BE STIEHLER-MULDER & MR D VELDSMAN

EXTERNAL MODERATOR PROF D VIGAR-ELLIS (University of Kwa-Zulu Natal)

NUMBER OF PAGES 5 (Including cover page)

INSTRUCTIONS TO CANDIDATES:

- This is an **OPEN BOOK EXAM**
- Answer **ALL** the questions.
- All questions are practical/application-related due to the nature of the module.
- Number questions clearly.
- Make sure you have the dataset needed to answer Question 3 on the computer before you.
- Structure your answers by using numbered headings and sub-headings.
- Ensure that all your personal particulars appear on all answer books.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1**(30 marks)**

Read the following scenario and then answer question 1.1 accordingly.

LEGO is the manufacturer and distributor of the LEGO products. We produce a number of different LEGO toys, sold at different prices.

We have the following partners:

Suppliers

Product suppliers (raw materials to manufacture products), Marketing suppliers, Media houses, Printers, Packaging suppliers

Customers

Retails outlets that we supply directly (both online and offline retailers), our own online Lego direct selling site, Vendors (sellers who buy Lego stock and sell it to stores on Lego's behalf at a commission), End-users (customers who buy the products and who's details we capture through marketing campaigns, client returns and complaints, our support line and through our loyalty programmes)

We are currently in need of restructuring our database, so that it can better aid our marketing function. We need help to obtain information on our sales and ALL our customers, so that we can make better marketing decisions.

1.1 Develop a basic relational database for Lego by illustrating a draft database plan. (15 marks)

Your illustration should include the following:

- Tables (representing entities e.g. "Stock") (6 marks)
- Arrows to show the connections (4 marks)
- Primary keys and foreign keys (3 marks)
- A junction table (2 marks)

1.2 Lego wants to develop and then launch a new product on the market. In the table below, they have identified a number of activities, as well as the estimated time that each activity will take. (15 marks)

Task	Activity	Order	Duration (months)
A	Conduct customer research	Starting activity	2
B	Design and test prototype	Begin when A complete	2
C	Develop and test production tooling	Begin when B complete	3
D	Notify suppliers of requirements	Begin when B complete	1
E	Commence production	Begin when C complete	3
F	Conduct launch promotion	Begin when E complete	1

Help Lego to effectively plan and manage this project through the following:

1.2.1 Draw a network diagram indicating how the activities are connected.(6 marks)

1.2.2 Do all the necessary calculations and identify the critical path. (9 marks)

QUESTION 2

(35 marks)

Read the email message below and then answer question 2.1

Dear (your name)

We have just heard the fantastic news that we have secured the new Bank ABC Marketing account. They have asked us to present our project plan and key deliverables for 2017 Q1 at the next project SteerCo meeting next week. Please set up some time with the internal team so that we can brainstorm the plan and how we need to approach the meeting early next week to prepare for the client engagement.

Please also ensure that we review the proposal that was signed off by the client so that we can incorporate that into the plan.

Thanks so much.

Regards

Andrea

Marketing Head: UJ Agency

2.1 Based upon the e-mail that you received from your boss above, do the following:

2.1.1 Draw up a meeting agenda to be distributed to the team members. In your meeting agenda include time allocation, expectations from participants and outcomes to be achieved. (10 marks)

2.1.2 Write a short and concise e-mail invitation to the team inviting them to the strategy session. (5 marks)

2.2 Evaluate the following *three* opportunities offered by the organisations listed below and choose the one that you would like to apply for. In your answer explain what informed your decision to apply for this position AND what were the key considerations? (10 marks)

Opportunity 1: *A global marketing firm with a strong focus on the automotive industry. Position is for a junior marketing coordinator role with potential growth in a dynamic environment. Salary is R12 000 cost to company*

Opportunity 2: *Small JHB based creative agency with a strong blue-chip client base is looking for a Marketing Strategist. Salary is R18 000*

Opportunity 3: *Global brand is looking for a Marketing Events Coordinator. Position is an entry-level position with possibility to travel and work on various projects. Salary is R15 000.*

2.3 Evaluate the CV below in terms of whether you believe the CV will be seen in a positive or negative manner in the job market. Substantiate your answer by reviewing the CV content and providing your opinion regarding how it could potentially be improved if required. (10 marks)

Name: Peter Smith

Date of Birth: 28/02/1977

Education:

1979 - 1982 kinder garden

1982 - 1988 Primary School

1988 - 1991 High School

1994 - 1998 University of John O'Groats

Work Experience:

1998: Worked as a waiter in a restaurant where I served for people who came there to eat.

1997: Worked in a bar serving drinks for people

1990: Worked on a farm with chickens and more animals

2000: Handing out leaflets in the streets to give to people

1996: Worked in fast food company warming up burgers and fries

1999: Worked in a bingo hall calling out the numbers (got promoted to Assistant Manager)

1995: Worked in a swimming pool cleaning toilets and changing room

Computer skills:

Playstation: Expert use in FIFA 2000

Nintendo64: Expert use in Super Mario Brothers

Words: Typed CV on it

E-mail: Knowledge of Hotmail and Yahoo

Hobbies:

Drinking, clubbing and Internet Chat rooms.

QUESTION 3**(20 marks)**

Using the Excel sheet provided, develop a Pivot table and insert a chart and slicers to aid you in quickly answering the following questions.

- 3.1 How many ice cubes (in \$) were sold in Africa by Homer Simpson in September 2013? (2)
- 3.2 How many Tonics (in \$) were sold in the Americas between 2012 and 2014? (2)
- 3.3 How many Bottles (in \$) were sold in Asia in 2014? (2)
- 3.4 Who was the top performing sales person (most sales) for Bottles in February 2013? (2)
- 3.5 Which product did Homer Simpson sell the most of in July 2014? (2)
- 3.6 Which product did Ian Wright sell the most of in May 2012? (2)
- 3.7 In what region were the highest Soft drink sales obtained in 2014? (2)
- 3.8 In what region were the highest tonic sales obtained in 2012? (2)
- 3.9 Which customer bought the most ice cubes in the year 2012? (2)
- 3.10 Which customer bought the most Soft drinks in 2013? (2)

QUESTION 4**(15 marks)**

Read the discussion below and answer Question 4 accordingly.

You are already familiar with the Axe brand background information below. The launch of the new Axe variant was a success and you are now asked to do a one month reminder campaign which will run during March of 2017. The purpose of this campaign is to capitalise on the excitement generated by the 2016 launch and to merely remind customers to continue purchasing the new variant and to gain some new customers (laggards) who have not tried the new variant yet. All the hard work was put in place during the 2016 launch.

Provide your advertising agency with a short (no longer than one page) **executional** brief, guiding them to come up with ideas and material that will effectively extend on the 2016 hype during March 2017.

(15 marks)**TOTAL 100**