FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING MANAGEMENT
Supp Examination

MODULE	MARKETING MANAGEMENT 1A
CODE	MAR11A1 / MMA11A1
DATE	JULY 2017
DURATION	120 minutes
TIME	12:30 – 14:30 (2 HOURS)
TOTAL MARKS	100

LECTURER	MS N CUNNINGHAM & DR T MOFOKENG
INTERNAL MODERATOR	DR I LUBBE
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 [8 MARKS]

1.1 In Table format, conduct a SWOT analysis for the McDonalds brand. (8)

QUESTION 2 [12 MARKS]

2.1 Maslow's hierarchy of needs arranges needs in order of importance. Illustrate (draw) Maslow's hierarchy of needs **and** provide an example of each need *(no theory is required)*. (12)

QUESTION 3 [8 MARKS]

3.1 In order to segment a market successfully there are four basic criteria that the segment needs to meet. Explain each of these **four (4)** criteria. (8)

QUESTION 4 [10 MARKS]

4.1 There are five categories of adopters in the diffuson process. Explain these **five (5)** catagories **and** provide an example of each category. (10)

QUESTION 5 [10 MARKS]

5.1 Five product characteristics can be used to predict and explain the rate of acceptance and diffusion of a new product. Explain these **five (5)** product characteristics **and** provide an example of each. (10)

QUESTION 6 [6 MARKS]

6.1 Marketing managers must determine what factors will influence the choice of channel and what level of distribution intensity will be appropriate. Discuss **three (3)** factors affecting channel choice **and** provide an example of each. (6)

QUESTION 7 [8 MARKS]

7.1 Promotion can perform one or more of the four tasks. Describe the **four (4)** promotional goals **and** provide example in each. (8)

QUESTION 8 [8 MARKS]

8.1 A base price can be lowered through the use of discounts and the related tactics of allowances, rebates, low or zero percent financing, and value-based pricing. Discuss **three (3)** forms of price discounts and give <u>an</u>example of each discount method. (8)

THE END

ANSWER SHEET
Supp Examination 2017

Initials & surname: _____

Student number: _____

Question				
1.	A	B	C	D
2.	A	B	C	D
3.	A	B	C	D
4.	A	B	C	D
5.	A	B	C	D
6.	A	B	C	D
7.	A	B	C	D
8.	A	B	C	D
9.	A	B	C	D
10.	A	B	C	D
11.	A	B	C	D
12.	A	B	C	D
13.	A	B	C	D
14.	A	B	C	D
15.	A	B	C	D
16.	A	B	C	D
17.	A	B	C	D
18.	A	B	C	D
19.	A	B	C	D
20.	A	B	C	D
21.	A	B	C	D
22.	A	B	C	D
23.	A	B	C	D
24.	A	B	C	D
25.	A	B	C	D
26.	A	B	C	D
27.	A	B	C	D
28.	A	B	C	D
29.	A	B	C	D
30.	A	B	C	D

TEAR OFF AND PLACE IN THE BACK OF YOUR ANSWERBOOK!

- - - oOo - - -