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UNIVERSITY
OF
JOHANNESBURG

FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer intelligence and Information systems
DEPARTMENT	Marketing Management
CAMPUS(ES)	APK
MODULE NAME	Consumer Behaviour/Marketing Management 2
MODULE CODE	MAR22A1/MMA12A2/MMK12A2
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	11 June 2019	SESSION	12:30 – 14:30
ASSESSOR(S)	Prof I Struweg		
MODERATOR(S)	Ms N Dilotsotlhe		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3

INFORMATION/INSTRUCTIONS:
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- This is a closed-book assessment.
- There are 4 questions. **Answer all the questions.**
- Answer each question in a separate book.
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
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QUESTION 1 **[20 MARKS]**

A couple is considering buying a new home in Johannesburg, as they have always rented an apartment. They are still deliberating whether they should buy in Sophiatown or Westdene. They have searched for houses on www.property24.co.za and www.privateproperty.co.za; have met two estate agents, one from Remax and one from Sotheby's for advice; and visited many houses in both suburbs during show days. They have also asked their friends staying in Sophiatown and Westdene many questions relating to the suburbs. This is a very big, exciting and expensive decision for the couple to make. Eventually, after all their research, they decided to buy a house in Westdene. The estate agent through which the couple have bought the house, phoned the couple three months after the purchase, to find out if they are satisfied with their home choice in Westdene. The couple immediately responded: "We have made the best decision of our lives".

1.1 Name and explain the stages in the consumer decision-making process in the correct sequence and support your explanation with examples from the case study.

(15)

1.2 Identify and describe the type of consumer decision making that took place in the case study and provide a motivation for your answer. (5)

QUESTION 2 **[34 MARKS]**

2.1 Discuss the eight distinct roles in the household decision-making process and apply each role to a scenario where a family is in the process of buying a bigger family car. (24)

2.2 Explain the FIVE basic stages *(in sequential order)* that are found in the traditional family life cycle model. Provide an example of a product that would appeal to the traditional family in each of the five stages. (10)

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QUESTION 3   **[23 MARKS]**

3.1 Organisational buying depends on the nature of the buying situation, which are usually one of the following three: straight rebuy, modified rebuy or new task. Explain each of the three types of buying situations which the buying firm find itself in, and also provide examples to support your argument. In your answer, be sure to distinguish between the two types of Modified rebuys and two types of new task situations.   (13)

3.2 Critically discuss the customer relationship management priorities for business-to-business firms.   (10)

QUESTION 4   **[23 MARKS]**

You are the Chief Marketing Executive for a fast food chain, Whataburger. The board of directors of Whataburger has requested you to provide a presentation about customer relationship management and the implementation thereof.

4.1 Start your presentation to the board of directors with a definition of the concept of Customer Relationship Management (CRM) (4 marks) and indicate what the purpose of a CRM strategy is (1 mark).   (5)

4.2 Provide a detailed explanation to the board on the six aspects that Whataburger need to consider in developing a CRM strategy.   (18)

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