



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

<b>ASSESSMENT DATE</b>	July 2019	<b>SESSION</b>	TBC
<b>ASSESSOR(S)</b>	Prof I Struweg		
<b>MODERATOR(S)</b>	Ms N Dilotsotlhe		
<b>DURATION</b>	3 hours (180 min)	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	3
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### INFORMATION/INSTRUCTIONS:

- 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.

**QUESTION 1**

**[34 MARKS]**

1.1. Consumers buy the products which match their personalities and to which they attach a positive inclination or attitude. Use practical examples to explain the **FOUR** classifications of consumers, assuming the sale of funeral policies. (12)

1.2 Explain the reasons why most consumer problems arise during the first stage of the decision-making process. (8)

1.3 The post-buying response or evaluation is the final stage in the consumer decision-making process. Critically discuss the different post-buying evaluations and response tendencies of Kefilwe, who just bought herself a treadmill. (14)

**QUESTION 2**

**[17 MARKS]**

2.1 Explain why the household concept is difficult to describe and differentiate between the four dominant types of household found in most societies. (8)

2.2 Use examples to provide a discussion on the **three** types of consumer decision making. (9)

**QUESTION 3**

**[33 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)

3.3 To gain an understanding of relationship loyalty necessitates a deeper understanding of customer loyalty, customer retention and the life-time value of the customer. Critically discuss the concept of customer loyalty. Refer in your discussion to the definition of customer loyalty (2 marks), the two major approaches to describe and measure loyalty (4 marks), as well as the antecedents to loyalty (4 marks). (10)

#### **QUESTION 4**

**[16 MARKS]**

You are the Chief Marketing Executive for The Capital Hotel Group. The board of directors of The Capital Hotel Group has requested you to provide a presentation on internal marketing for The Capital Hotel Group.

4.1 Start your presentation to the board of directors explaining how Internal marketing can be used to enhance external customer service. Also refer in your presentation to the two introductory principles of internal marketing. (6)

4.2 The Board of Directors of The Capital Hotel Group is sceptical about your explanation of internal marketing strategies, mainly due to a lack of knowledge and understanding of the different components that constitute the internal market environment. Discuss the building blocks of an internal marketing strategy that can enhance external service delivery. (7)

4.3 The Board of Directors of The Capital Hotel Group is getting excited about your explanation of internal marketing strategies, but would like you to provide guidelines for training, that will assist to plan the process of building relationships with its employees correctly. (3)