



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence & Information Systems
DEPARTMENT	MARKETING
CAMPUS(ES)	DFC
MODULE NAME	MARKETING 2 C
MODULE CODE	BBH221C
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	FSAO – Final Summative Assessment Opportunity – November 2019

ASSESSMENT DATE	25 November 2019	SESSION	1
ASSESSOR(S)	Mr R Mathaba		
MODERATOR(S)	Dr. T Mofokeng		
DURATION	2 hours (120 min)	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	10
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INFORMATION/INSTRUCTIONS:

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- This is a closed book assessment.
 - Question papers **must be handed in**.
 - No marks are allocated to naming or listing unless required.
 - Read the questions carefully and answer only what is asked.
 - Number your answers clearly.
 - Write neatly and legibly.
 - Structure your answers by using appropriate headings and sub-headings.
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment

SECTION A

MULTIPLE CHOICE QUESTIONS: [25 MARKS]

QUESTION 1

- 1.1 In what sort of pricing strategy does the team apply different price scales based on factors such as opponent, event, time of season, or day of week before tickets go on sale?
- A. Premium pricing
 - B. Elastic pricing
 - C. Variable pricing
 - D. Dynamic pricing
- 1.2 Which of the following strategies is the least effective method for sport sales?
- A. Billboard advertising
 - B. Personal selling
 - C. Telemarketing
 - D. Direct mail
- 1.3 For most sport teams, the sales generation process starts with
- A. Telemarketing
 - B. Database marketing
 - C. A winning team
 - D. Advertising
- 1.4 Which of the following is an example of benefit selling?
- A. Dynamic ticket pricing
 - B. High-pressure telemarketing tactics
 - C. Using a star athlete in promotional materials
 - D. Flex plan ticket books
- 1.5 What is the world's strongest soccer sport team brand?
- A. New York Yankees
 - B. Manchester United
 - C. Dallas Cowboys
 - D. Los Angeles Lakers

- 1.6 Sport sponsors strive to have favorable brand equity toward the sponsored sport organization or athlete _____ the sponsor's brand.
- A. Overtake
 - B. Transfer to
 - C. Diminish
 - D. Compete with
- 1.7 A Washington Redskins season-ticket holder who lives just south of Baltimore continues to purchase his season tickets even though the Redskins have not won a Super Bowl in many years and were not very good last season, and even though the Baltimore Ravens are located closer to his home. What aspect of brand equity accounts for his behavior?
- A. Perceived quality
 - B. Brand awareness
 - C. Brand associations
 - D. Brand loyalty
- 1.8 Which of the following associations would a sport marketer not expect to see after consumers have benefited from consuming the product?
- A. Nostalgic memories
 - B. Social benefits
 - C. Identification with a team or city
 - D. Developing brand extensions
- 1.9 Which of the following is not an example of a sport organization that is building their brand through content development?
- A. The NBA's New Orleans franchise changing its nickname to the pelicans
 - B. The launch of the big 10 television network
 - C. UFC's reality show the ultimate fighter
 - D. Interactive websites such as the NBA's kid-themed hoop troop

- 1.10 Which of the following would not be considered a major challenge for sport marketers?
- A. The ability to bundle product benefits
 - B. The inconsistency of sport performance
 - C. The core game being only one element of a larger ensemble
 - D. Little control over the core product
- 1.11 The space that a (sport) product occupies in a consumer's mind is called
- A. Market research
 - B. Product development
 - C. Market segmentation
 - D. Positioning
- 1.12 What metric measures the star power, popularity, and likability of celebrities, including star athletes, coaches, and sports media personalities?
- A. Positioning
 - B. Q-score
 - C. Product extension rating
 - D. Differentiation level
- 1.13 Which of the following would not constitute a product extension?
- A. Athletes
 - B. Cheerleaders
 - C. In-game promotions
 - D. Concessions
- 1.14 Which of the following would not be considered an environmental factor that affects consumer behavior?
- A. Significant other
 - B. Cultural norms
 - C. Physical characteristics
 - D. Sport opportunity structure

- 1.15 In the decision-making process of a potential consumer, which step follows need recognition?
- A. Evaluation of choices
 - B. Experience
 - C. Purchase decision
 - D. Information search
- 1.16 What sort of involvement is represented by a person who acquires information and knowledge about a sport through things such as media accounts, interviews with coaches and players, or discussions with other fans?
- A. Cognitive
 - B. Behavioral
 - C. Affective
 - D. Socialization
- 1.17 Class, race, and gender all constitute
- A. Environmental factors affecting consumer behavior
 - B. Individual factors affecting consumer behavior
 - C. Demographic variables
 - D. Socioeconomic variables
- 1.18 A person who attends a game so that he can spend time with friends is motivated by
- A. Socialization
 - B. Self-concept
 - C. Perception
 - D. Cultural norms
- 1.19 Which of the following individual factors has to do with the process by which a person scans, gathers, assesses, and interprets information in the environment?
- A. Socialization
 - B. Self-concept
 - C. Perception
 - D. Cultural norms

- 1.20 Which of the following would not be considered syndicated data?
- A. U.S. Census data
 - B. Audience measurement (e.g., Nielsen ratings)
 - C. Sporting Goods Manufacturers Association (SGMA) annual report
 - D. Results of a customized fan survey distributed to Philadelphia Phillies fans
- 1.21 A survey by a company such as Scarborough of thousands of random respondents in particular markets to detail consumer habits is called
- A. Nielsen ratings
 - B. Qualitative research
 - C. Demographic profiling
 - D. Custom research
- 1.22 Which of the following would be considered a qualitative approach to collecting custom research?
- A. Online season-ticket holder surveys
 - B. In-venue fan intercepts using iPad surveys
 - C. Focus groups
 - D. Direct mail poll
- 1.23 What is an effective way to inform, educate, and build relationships with stakeholders such as employees, season-ticket holders, athletics donors, and sponsors?
- A. Proactive media relations
 - B. Community relations
 - C. Internal public relations
 - D. External public relations
- 1.24 For any public relations professional, what is the key first step in effectively managing a crisis?
- A. Have a plan
 - B. Call a press conference
 - C. Write a press release
 - D. Be careful not to offer any public opinion on the crisis

- 1.25 When a public relations professional develops an internal newsletter, which public relations function is being achieved?
- A. Shaping and enhancing public image
 - B. Promoting employee relations
 - C. Gaining political or popular support
 - D. Coping with crisis
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SECTION B

LONG QUESTIONS: 55 MARKS

QUESTION 2

20 MARKS

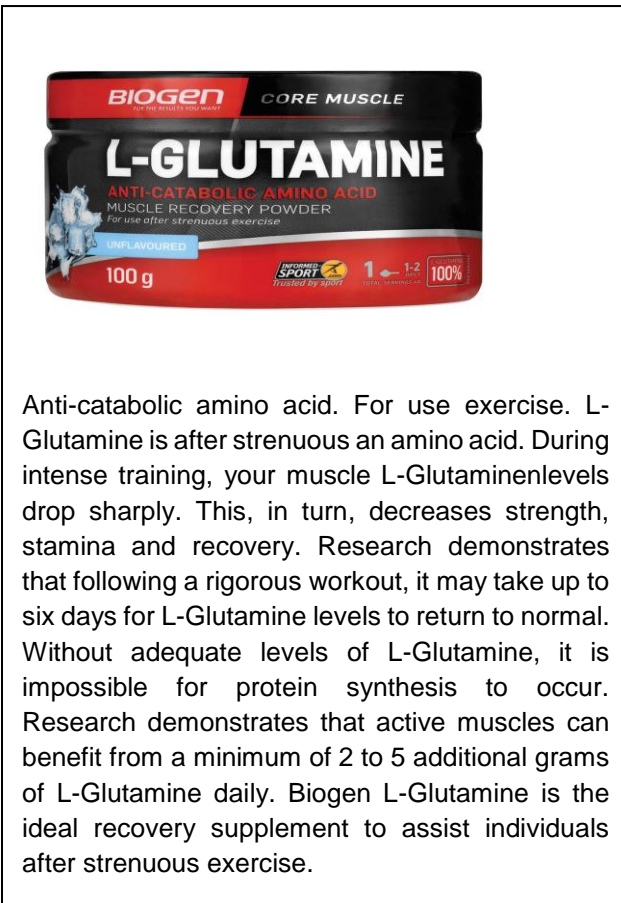


Image A

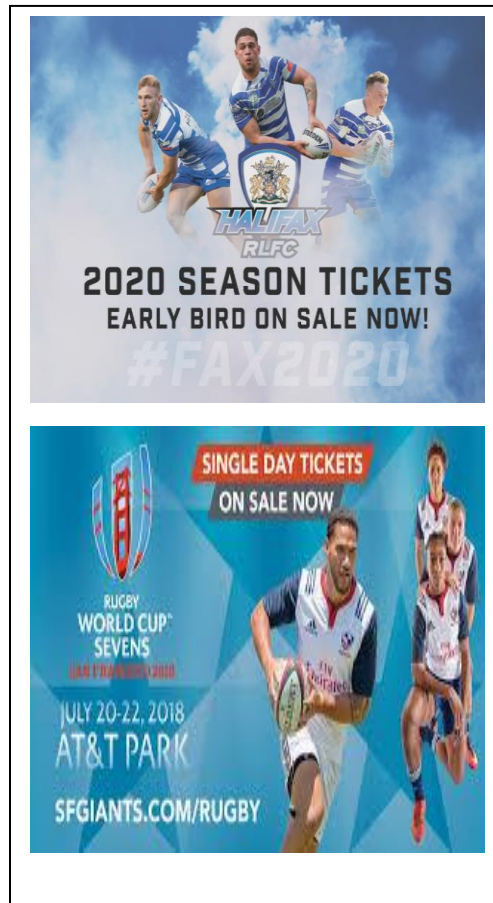


Image: B

- 2.1 There are four common bases of segmentation which sport marketers may use.
 - a. Examine the bases for segmentation for the above images of sport products. (4)
 - b. Support your 2.1 answers with practical facts using those images. (4)
- 2.2 Describe **ANY TWO (2)** important issues (questions) which the sport marketer of Biogen might have addressed in choosing their segment. (2)
- 2.3 Women Soccer League is not popularly well supported by fans in South Africa. summarize **FIVE (5)** perceptual issues suggested in the theories of innovation which sport fan in SA face when deciding to adopt a new sport product innovation (WSL). (10)

Read the below case study and answer the questions below

Kaizer Chiefs announce new sponsorship – by Marc Strydom

Kaizer Chiefs chairman Kaizer Motaung announced a new transport sponsorship from car manufacturer Toyota at the Soweto soccer giants' headquarters in Naturena outside Soweto on Wednesday.



One of the Toyota vehicles that Kaizer Chiefs will use after the club announced a sponsorship deal with the car manufacture on Wednesday 8 February 2017. Toyota replace Nissan as Chiefs' transport partner. "These two iconic brands say a lot about being in a partnership, and We couldn't have chosen a better car sponsor than Toyota because they have a very large car manufacturing footprint in the country, and they are one of the biggest car manufacturers in the world" Motaung said.

Source: <https://www.timeslive.co.za/sport/soccer/2017-02-08-kaizer-chiefs-announce-new-sponsorship/>

- 3.1 Describe **ANY EIGHT (8)** corporate objectives which might have influenced Toyota and Kaizer Chiefs to engage in a sport sponsorship agreement. (8)
- 3.2 Beyond team sport, brand management is important throughout the sport realm. Briefly analyse **ANY TWO (2)** segments of the industry which are also important source of brand association. (4)
- 3.3 Describe **ANY THREE** benefits of brand equity? (3)



- 4.1 Identify the type of print media of the above image. (1)
- 4.2 Explain **FOUR (4)** key guidelines which were followed in designing that print media. (4)
- 4.2 The sport marketer of Blue Bull rugby team is on the drive to promoting their upcoming games in several townships. The ultimate-goal for his promotion is to attract new spectators, increase awareness and interest in the sport and subsequently raise their consumption. Briefly outline the **FOUR (4)** recommended staircase approach aimed at moving sport consumers to the top level of fans. (8)
- 4.3 Positive Public Relation Officer of the Blue Bulls has the essential of promoting the image and ideas of the team. Explain how the PR can execute the following key functions:
- Building relationships (provision of information and general communication). (4)
 - Image shaping or enhancement through organizational publicity. (3)