



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

<b>ASSESSMENT DATE</b>	January 2020	<b>SESSION</b>	
<b>ASSESSOR(S)</b>	Mr R Mathaba		
<b>MODERATOR(S)</b>	Dr. T Mofokeng		
<b>DURATION</b>	2 hours (120 min)	<b>TOTAL MARKS</b>	80

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	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 Which of the following is not a role of the public relations department?
- A. Planning campaigns
  - B. Facilitating interviews
  - C. Disseminating press releases and managing crises
  - D. Selling season tickets
- 1.2 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
- 1.3 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
- 1.4 What type of promotion is a sign on the side of a bus that tells about season tickets for the upcoming NFL football season?
- A. Advertising
  - B. Personal selling
  - C. Publicity
  - D. Sales

- 1.5 Offering a postgame reception for those who have held season tickets for 10 or more years is a sales promotion directed at
- Attracting a new customer
  - Increasing frequency of purchases
  - Rewarding loyalty
  - Preventing defection
- 1.6 The impact of signage is typically measured using:
- Impressions
  - Cost
  - Size
  - Marketability
- 1.7 The sport marketing concept of moving consumers from a state of nonawareness all the way to a heavy user is known as
- Activation
  - Positioning
  - Promotion
  - Frequency escalator
- 1.8 Which of the following terms is defined as the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association?
- Activation
  - Sponsorship
  - Marketing
  - Positioning
- 1.9 A company enters into a naming sponsorship agreement with a sport property because the property has its games televised. What benefit is the company seeking?
- To alter or reinforce public perception of the company
  - To identify the company with the particular market segments
  - To involve the company in the community
  - To generate media benefits

- 1.10 In the past few years, sponsors have been eager to engage with a sport team's fan base through
- Hospitality
  - Goodwill
  - Social media
  - In-venue signage
- 1.11 Which of the following is not true in regard to why price is a critical element in the marketing mix?
- Sport marketers have little control over price.
  - In certain market conditions, price is one of the most effective tools.
  - Price is highly visible.
  - Price is never far from the consumer's mind.
- 1.12 Direct mail is least effective as a sales technique when
- It includes offers such as discounts, coupons, and premium items to add perceived value
  - It is targeted
  - One generic piece is distributed to a mass audience
  - The sport organization spends valuable time measuring and testing its effectiveness
- 1.13 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?
- Premium pricing
  - Elastic pricing
  - Variable pricing
  - Dynamic pricing
- 1.14 Which of the following strategies is the least effective method for sport sales?
- Billboard advertising
  - Personal selling
  - Telemarketing
  - Direct mail

- 1.15 For most sport teams, the sales generation process starts with
- A. Telemarketing
  - B. Database marketing
  - C. A winning team
  - D. Advertising
- 1.16 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
- 1.17 What is the world's strongest soccer sport team brand?
- A. New York Yankees
  - B. Manchester United
  - C. Dallas Cowboys
  - D. Los Angeles Lakers
- 1.18 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
- 1.19 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

- 1.20 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
- 1.21 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
- 1.22 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
- 1.23 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
- 1.24 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

1.25 Which of the following would not constitute a product extension?

- A. Athletes
  - B. Cheerleaders
  - C. In-game promotions
  - D. Concessions
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**SECTION B****LONG QUESTIONS: 55 MARKS****QUESTION 2****20 MARKS****The best fitness trackers – by Rachel Cavanaugh \_13 May 2018**

Whether you're a long-time runner or starting out, the Polar M430 is one of the best training tools available for women. It offers a small size option for more petite wrists and features plenty of running-specific features including a metric called Running Index. This tracks your running over time and assigns a customized running score based on your speed, heart rate, and other amassed data. The device also features a stride sensor and a built-in GPS unit so you won't tote your phone on runs. Its internal GPS even offers different accuracy modes to help conserve battery when precision is less important and crank it up when you want your route mapping to be hyper-accurate.



The device can detect whether you're running uphill or downhill and its optical heart rate technology means there's no need to wear any bulky chest straps. Best of all, it has a feature called Running Program which creates a personalized coaching plan. You can select from 5K, 10K, half marathon, or marathon, and it will then examine your training history and current activity levels to outline a custom training program. The durations start at nine weeks for 5K, 10 for 10K, and 14 for a half-marathon or marathon — it's even smart enough to tell you if your target is unrealistic.

Source: <https://www.digitaltrends.com>

- 2.1 Briefly **DESCRIBE** the bases of segmentation used by Polar for their fitness tracker watch. (8)
- 2.2 Summarize any **TWO (2)** other bases for segmentation which Polar may utilize when considering expanding their market. (4)

- 2.3 Beyond team sport, brand management is important throughout the sport realm. Identify and explain all **FOUR (4)** segment of the industry which are also important source of brand association. (8)
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**QUESTION 3** **10 MARKS**

- 3.1 James Maths is a tele marketer employed by SAFA, a professional soccer association in South Africa. He is authorized to sell a limited number all home game tickets of soccer national team using telemarketing process. Outline the first **FIVE (5)** applicable steps which must be followed in conducting telemarketing selling process. (10)
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**QUESTION 4** **15 MARKS**

**Springboks get 5-year sponsorship boost**

Cape Town - **SA Rugby** announced on Thursday that it was renewing its partnership with top sports performance brand, **ASICS**, for a further five years. The new agreement - which will make the relationship a decade-long one at the end of 2024 - will incorporate landmark rugby events such as the visit of the British & Irish Lions to South Africa in 2021 and the 2023 Rugby World Cup. "ASCIS is a byword for cutting-edge technical sportswear and in our partnership to date we have come to know how meticulous they are about the quality of high-performance footwear and clothing," said SA Rugby CEO, Jurie Roux.

"That is critical for a sports organisation that is always seeking for ways to improve performance and extending our current arrangement was an easy decision. "SA Rugby and ASICS first teamed up in 2014 when the high-profile brand became the official apparel and footwear supplier to South Africa's national rugby teams. "This is obviously an extremely important period for our game, so we are very happy to go into it with the backing of ASICS once again," said Roux. "Our goal is to get the Springboks back to the summit of world rugby and together with ASICS' help on and off the pitch, we believe we will achieve that."

Alistair Cameron, President and CEO of ASICS Europe, Middle East and Africa, said: "With South African rugby becoming a key emerging market, the partnership with SA Rugby is a chance for us to further expand brand awareness and exposure within the South African market, whilst continuing to support the Springboks in their quest to become the number one rugby side in the

world." ASICS will provide playing apparel and footwear to all national teams including the Springboks, Springbok Sevens team, Junior Springboks and all the national women's teams

Source: [www.sportmedia24.co.za](http://www.sportmedia24.co.za)

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| 4.1 | Explain what is meant by sponsorship.   | (2) |
| 4.2 | Recommend <b>FIVE (5)</b> provisions and benefits for engaging in a sponsorship agreement of five-year period between SA Rugby and Asics for. | (5) |
| 4.3 | Describe <b>ANY EIGHT (8)</b> common objectives which are likely to be achieved throughout the sponsorship deal between SA Rugby and Asics.   | (8) |
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#### QUESTION 5

**10 MARKS**

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| 5.1 | MTN 8 Cup is regularly advertised on different types of media couple of weeks before the game can be played. Illustrate a model of advertising communication system used for such an event.  | (5) |
| 5.2 | Stellenbosch United appointed you as their new PR, and you are expected to promote the team, create marketing opportunities and develop brand awareness of the team. Describe <b>ANY FIVE (5)</b> functions you will perform to illustrate your role and value to Stellenbosch United. | (5) |
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