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| FACULTY/COLLEGE | College of Business and Economics |
| SCHOOL | School of Economics |
| DEPARTMENT | Marketing Management |
| CAMPUS(ES) | APK |
| MODULE NAME | Marketing Management 1B |
| MODULE CODE | MAR11B2 / MMA21B1 |
| SEMESTER | Second |
| ASSESSMENT OPPORTUNITY, MONTH AND YEAR | Semester Exam November 2019 |

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|------------------------|-------------------|--------------------|-------------|
| ASSESSMENT DATE | 23 November 2019 | SESSION | 12:30-14:30 |
| ASSESSOR(S) | Ms M Frazer | | |
| MODERATOR(S) | Ms S Pillay | | |
| DURATION | 2 hours (120 min) | TOTAL MARKS | 100 |

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| NUMBER OF PAGES OF QUESTION PAPER (Including cover page) | 11 |
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
 - **Answer Question 1 on the multiple choice template provided in Annexure A**
 - Answer all questions
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - **Answer each question in a new answering book**
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
 - No marks for listing will be allocated
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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QUESTION 1: MULTIPLE CHOICE (1 MARK EACH)

[40 MARKS]

COMPLETE THE MULTIPLE CHOICE TEMPLATE IN ANNEXURE A. ANSWER ALL QUESTIONS ON THE SHEET AND ADD TO YOUR ANSWER BOOK. YOU MAY USE AN HB PENCIL OR PEN, HOWEVER MAKE SURE THAT WHEN USING A PENCIL YOU COLOUR THE CIRCLE DARK AND YOU ERASE INCORRECT ANSWERS PROPERLY. IF USING A PEN CROSS OUT THE INCORRECT ANSWERS WITH AN X OVER THE CIRCLE. DO NOT USE TIPP-EX.

Hints:

Always stay inside the circle when selecting a number. Also there is no need to overexert yourself, just make a mark in the circle and move on.



To negate a choice scratch it out



If you accidentally made a mark in an unwanted circle you **must** negate it.

Do not tipex out anything, if you accidentally negated a choice just leave it.

(Feel free to share this information with your class tutor)

- 1.1 The idea that the customer cannot touch a service refers to ____.
- A. Perishability
 - B. Variability
 - C. Inseparability
 - D. None of the above
- 1.2 When a consumer goes to a bank one week and has a good experience with the staff, but goes to the same bank a week later and has a bad experience, this refers to the _____ of a service.
- A. Inseparability
 - B. Perishability
 - C. Variability
 - D. Intangibility
- 1.3 McDonalds in SA offers boerewors hamburgers. To which product strategy does this refer?
- A. Standardised approach
 - B. None of these
 - C. Product development
 - D. International approach

- 1.4 The music and temperature in a hair salon refers to the _____.
A. Ambience conditions
B. Special conditions
C. Layout
D. Signals and artefacts
- 1.5 When it comes to products/services, there are some ethical concerns that the organisation needs to consider. Which one of the following is NOT an ethical concern when it comes to products/services?
A. Performance of products
B. Packaging of products
C. Development of products
D. Development of staff
- 1.6 Ethical issues like bribery and collusion are referred to as _____.
A. Overt ethical issues
B. Covert ethical issues
C. Moral judgements
D. None of the above
- 1.7 The uniform worn by hotel staff communicate which element of the marketing mix?
A. Promotion
B. Product
C. Place
D. None of the above
- 1.8 Services cannot be _____ to be sold later and therefore we say that services are _____.
A. categorised, promoted
B. stored, perishable
C. stacked, intangible
D. kept, non-ownership
- 1.9 Which of the following is NOT a form of digital media?
A. Internet
B. Digital radio
C. World-wide web
D. Email
- 1.10 Which type of promotional objective is Rainbow Chicken aiming to achieve when they sponsor a cooking show on television. Would most likely be?
A. To create brand awareness
B. To create preferences
C. To build primary demand
D. All of the above

- 1.11 Debonairs creates a new TV advert. They pay for the advert to be aired during peak times Monday to Friday. However, when the advert plays, a consumer could leave the room or message a friend on their cellphone. This is an example of _____.
A. Medium switching
B. Feedback
C. Decoding
D. Noise
- 1.12 The step in the personal selling process that is commonly referred to as the “temperature question” is _____.
A. the approach
B. handling objections
C. the trial close
D. the follow-up
- 1.13 _____ involves entering into an agreement with another company in the country the organisation wants to enter.
A. Exporting
B. Franchising
C. Joint venture
D. Licensing
- 1.14 Which of the following is a disadvantage of personal selling
A. Customer empowerment can occur
B. Direct sales presentation focus only on possibly interested individuals
C. Greater customer retention
D. None of the above
- 1.15 An example of a marketing objective is to _____.
A. None of these
B. Launch new products
C. Increase/maintain awareness
D. Enhance staff motivation

- 1.16 Direct marketing utilises different types of customer lists. A list of potential customers who have shown interest in a product after an advertisement is called a _____.
- A. compiled list
 - B. business list
 - C. in-house list
 - D. response list
- 1.17 Other than informing and persuading, the third objective for a company to communicate with a consumer is to _____.
- A. Build awareness
 - B. Amuse
 - C. Remind
 - D. Influence
- 1.18 An example of out-of-home media includes _____.
- A. SMS advertising
 - B. Street lamp advertising
 - C. Brochures
 - D. Magazines
- 1.19 Which ONE of the following is NOT a dimension of brand personality?
- A. Sincerity
 - B. Excitement
 - C. Ruggedness
 - D. Classiness
- 1.20 In a _____ buying centre culture, one person has the final say.
- A. Decisive
 - B. Autocratic
 - C. Consensus
 - D. Consultative
- 1.21 Which of the following is an advantage of interviewer-administered survey types?
- A. Respondent is in control and sets pace of completing surveys.
 - B. Questions can be explained to respondents.
 - C. Respondents' responses can be recorded faster.
 - D. None of the above.
- 1.22 A vehicle manufacturer including information such as been voted the number 1 brand for safety in South Africa is using the _____ appeal.
- A. Emotional
 - B. None of these
 - C. Lifestyle
 - D. Slice-of-life

- 1.23 _____ advertising is used when a product or service is only available in a particular region.
- A. Local
 - B. National
 - C. Regional
 - D. International
- 1.24 If an advert is aired every evening on e-TV at 18h30 for four weeks, this refers to a _____.
- A. Continuous media schedule
 - B. Flighted media schedule
 - C. Pulsing media schedule
 - D. Seasonal media schedule
- 1.25 Woolworths advertises throughout the year, however they tend to increase advertising during the "Quality sale". This refers to a _____.
- A. Flighted media schedule
 - B. Pulsing media schedule
 - C. Continuous media schedule
 - D. Seasonal media schedule
- 1.26 A _____ strategy is where manufacturers promote, recommend and sell the brand through to the members of the distribution channel.
- A. Advertising
 - B. Profile
 - C. Pull
 - D. Push
- 1.27 Coca-Cola brand is an example of a _____.
- A. Manufacturer brand
 - B. Licensed brand
 - C. Co-brand
 - D. Private label brand
- 1.28 You visit an online store looking at a pair of shoes. You decide not to purchase the shoes and go onto Facebook. On Facebook you see an advert for the same pair of shoes. This is an example of _____.
- A. Cookies
 - B. Retargeting paid media
 - C. Leads
 - D. Optimisation

- 1.29 _____ e-mails are sent to current customers to provide news on the latest products and upcoming offerings.
- A. Direct
 - B. Retention
 - C. Placed
 - D. Database
- 1.30 A digital audio file that is made available on the internet and that individuals can download is known as a _____.
- A. Blog
 - B. Weblog
 - C. Podcast
 - D. Vlog
- 1.31 _____ media is content or information about the company that is shared through online public relations such as online reviews.
- A. Owned
 - B. Paid
 - C. Social
 - D. Earned
- 1.32 Affiliate marketing refers to_____.
- A. Marketing communication media to communicate and interact with customers in real-time.
 - B. The use of online tools to create and share content in the form of text, video, images etc.
 - C. An online video used to promote a product/brand
 - D. None of the above
- 1.33 Blogs are classified based on _____.
- A. Website availability
 - B. Followers
 - C. Media types
 - D. Social media platforms
- 1.34 When a respondent is asked if he or she has family or friends who could also partake in the research study is known as _____.
- A. Quota sampling
 - B. None of these
 - C. Purposive sampling
 - D. Convenience sampling
- 1.35 The third step in the B2B buying process is _____.
- A. Proposal analysis and selection
 - B. Order specification
 - C. Request for proposal
 - D. Product specification

- 1.36 When a company is considering replacing some staff with robotic machinery, this is considered a _____.
A. Modified rebuy
B. New task buy
C. Straight rebuy
D. Business buy
- 1.37 Purchasing the same stationery once a month is considered a _____.
A. New task buy
B. Modified rebuy
C. Straight rebuy
D. Business buy
- 1.38 _____ refers to when governments impose taxes and tariffs.
A. Taxes
B. Exchange rates
C. Trade barriers
D. Control
- 1.39 When the SA government imposes a limit on the number of foreign textiles imported into SA, this refers to _____.
A. Trade alliances
B. Trade agreements
C. Quotas
D. Trade barriers
- 1.40 _____ refers to advertising which wrongly attributes certain characteristics to a product.
A. Deceptive advertising
B. False advertising
C. Negative advertising
D. Anti-competitive advertising

[40]

QUESTION 2:

[14 MARKS]

- 2.1. Name three types of business product and provide an example of each. (6)
- 2.2. Identify and explain the four factors that could influence business or organisational buyers. (8)

[14]

QUESTION 3:

[9 MARKS]

- 3.1. Use Coca-Cola as your example and describe the impact/value of the company's brand equity. (3)
- 3.2. Distinguish between manufacturer brands and private label brands by using an example. (6)

[9]

QUESTION 4: CASE STUDY

[19 MARKS]

Read the article below and answer the questions that follow:

Internet advertising set to account for more than 50% of global adspend by 2021

8 JUL 2019

Internet advertising is set to exceed half of global adspend by 2021. As internet ad market matures, growth is projected to slow from 17% to 9% a year. This, according to the Zenith's Advertising Expenditure Forecasts report published today.

The figure is up from 47% that internet advertising will account for this year, and 44% in 2018.

However, the growth rate is falling rapidly as the internet ad market matures. Internet adspend grew 17% in 2018, but activity in the first half of 2019 leads us to expect only 12% growth for the year as a whole. By 2021 we expect internet adspend growth to have fallen to 9% year on year. The growth rate of the internet ad market is starting to converge with the growth rate of the market as a whole.

Overlapping channels of online video and social media

Internet adspend growth is led by the overlapping channels of online video and social media, which are expected to grow at average rates of 18% and 17% a year, respectively, to 2021. These channels are benefitting from continued technological improvements to smartphone technology, connection speeds, and advertising targeting and delivery, combined with strong growth in investment in content.

5G technology, which launched in South Korea and the United States in April and is starting to roll out elsewhere, will further improve brand experiences on these channels by making mobile connections much faster and more responsive.

Other channels are growing much less rapidly. Paid search, which accounted for 37% of internet adspend in 2018, grew by 11% that year, and we forecast its growth rate to fall to 7% in 2021. A lot of innovation in search is taking place in voice, which is currently not monetised.

Online classified advertising (ads sitting alongside other ads rather than content, such as jobs, property and second-hand vehicle listings) is starting to lose out to other digital channels, or free alternatives. Online classified advertising grew 9% globally in 2018, but is already starting to shrink in some markets, and in 2021 we expect spending to decline by 1.6% globally.

Traditional media remains the priority for most big brands

Much of the growth in internet adspend is coming from small, local businesses that spend all their budgets on platforms like Google and Facebook, which offer simple, self-serve tools to manage campaigns, and highly targeted audiences.

The fact that large numbers of small advertisers are spending all their budgets online means they are skewing the overall picture. The global average is made up of very many small advertisers that spend all their budgets online, and large advertisers that – on average – devote considerably less than half their budgets to it. Big brands are investing large sums in internet advertising, but the majority are still spending most of their budget in traditional media.

“The categories that have advanced the furthest in using modern digital channels are technology, media, finance and professional services,” said Matt James, Zenith’s global brand president. “And even within these, brands still rely on traditional media to create broad mass awareness and reinforce brand values.”

Some traditional media face tough competition

Within the traditional media, print has long been in decline as online alternatives have taken their readers and advertisers. The ad revenues of printed newspapers and magazines peaked at US\$164bn in 2007 and will total just US\$70bn this year. Broadcast television is now beginning to shrink, though not nearly on the same scale: Zenith forecasts traditional television ad revenues to shrink every year from now to 2021, falling from US\$184bn in 2018 to US\$180bn in 2021.

Other traditional media are healthier. Radio is increasing its ad revenue by 1% annually. Out-of-home contractors continue to expand their digital display networks, contributing to 4% annual growth in their revenues. Cinema, though accounting for a tiny 0.8% of total adspend, is growing at 12% a year, thanks mainly to a boom in the popularity of cinema in China.

Global adspend to grow 4.6% in 2019, led by the US

Zenith forecasts global adspend to grow by 4.6% this year, to reach US\$639bn. That’s marginally down from the 4.7% growth forecast in March, but is a strong result given the increased estimates of how much was spent in 2018. Zenith now estimates growth in 2018 at 6.4%, up from its previous estimate of 5.9%, creating a tougher comparative for 2019.

Global adspend is now forecast to increase by US\$28bn this year. Almost half this growth (US\$13bn) will come from the US, which is benefiting from very rapid growth in internet advertising – at 15.4%, ahead of the global average of 11.7%. China will be the next biggest contributor to growth, adding US\$4bn in extra adspend, followed by the UK and India at US\$1bn each.

“The point at which internet advertising exceeds 50% of global adspend has been approaching for some time, but this is the first time it has appeared in our forecasts,” said Jonathan Barnard, head of forecasting at Zenith. “However, 2021 will be the first year of single-digit internet adspend growth since 2001, the year the dotcom bubble burst.”

Adjusted from: <https://www.bizcommunity.com/Article/196/12/192889.html>

- 4.1. Identify the traditional media mentioned in the case. (5)
- 4.2. Motivate which traditional media is showing a decline in adspend and which are showing a growth by providing possible reasons for each of these shifts in spending by marketers. (10)
- 4.3. Describe the technological improvements that is driving the shift in adspend to digital media. (4)

[19]

QUESTION 5:

[18 MARKS]

- 5.1. Assume a soft drink brand would like to introduce a new flavour but is not sure what the new flavour should be. The soft drink brand's marketer has asked you to conduct some research to assist them. In order to conduct this research, you need to go through the marketing research process. Describe the steps of the marketing research process using the above example. (One mark for the step and one mark for the example) (18)

[18]

TOTAL MARKS 100