

FORMATIVE ASSESSMENT OPPORTUNITY HC1MKTM



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Johannesburg Business School
DEPARTMENT	Business Management
CAMPUS(ES)	APB
MODULE NAME	Marketing Management
MODULE CODE	HC1MKTM
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Formative Assessment Opportunity October 2020

ASSESSMENT DATE	23 October 2020	SESSION	TBC
ASSESSOR(S)	Prof M Roberts-Lombard		
MODERATOR(S)	Dr R Immelman		
DURATION	2 hours (120 minutes)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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INFORMATION/INSTRUCTIONS:

1. This is an open-book online assessment and **ALL questions must be answered**.
2. Read the questions carefully and answer only what is required.
3. Clearly provide the question number before answering each question (if the assessment is not online).
4. The general UJ policies, procedures and rules pertaining to online assessments and plagiarism apply to this assessment.

QUESTION 1

[25]

1.1 Indicate whether the following statements are TRUE or FALSE.

- 1.1 A marketing channel's length is also called a horizontal dimension.
- 1.2 Market forecasts are available from sources such as the government.
- 1.3 Logistics is an area of potentially high cost saving and improves customer satisfaction.
- 1.4 In pure competition many sellers and buyers are there and have major effect on demand and supply of the product's market price.
- 1.5 A marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
- 1.6 After sales service is provided in a profit oriented firm.
- 1.7 Marketing research is not perceived as an important function in marketing.
- 1.8 "Promotion" is considered in conjunction with "Convenience".
- 1.9 Marketing is basically selling and advertising.
- 1.10 Customer satisfaction is the extent to which a firm fulfils a consumer's needs, desires and expectations.
- 1.11 Differentiation emphasises uniqueness rather than similarity.
- 1.12 A good S.W.O.T analysis helps a manager focus on strategy that takes advantages of a firm's opportunities and strengths while avoiding its weaknesses and threads to its success.
- 1.13 When Toyota added a new sport utility vehicle to the 'luxury-orientated' selection at its existing dealers, it was seeking 'market development' opportunities.
- 1.14 Travel agents are part of the direct channel of distributors of airlines.
- 1.15 Social marketing creates social change as a priority.
- 1.16 If KFC added a new product to its existing fast food outlet menu, it would be seeking 'market development' opportunities.
- 1.17 The seven P's of the marketing mix are product, price, place, promotion, processes, personnel and physical evidence.
- 1.18 If a firm produces the right goods or services, marketing has little role in creating customer satisfaction.
- 1.19 Buying, selling, transporting, and storing are all universal marketing functions.

1.20 When it comes to customer value, it is the customer's view that matters, not the view of the marketing manager.

1.21 A marketing strategy is composed of two interrelated parts – a target market and a marketing mix.

1.22 Both mass production and effective marketing are needed to satisfy the economic needs of an advanced economy.

1.23 Mass marketing means focusing on specific customers, as opposed to assuming that everyone is the same and will want whatever the firm offers.

1.24 Marketing creates task utility, but not price or place utility.

1.25 Market segmentation says that target marketers should develop one good marketing mix aimed at a fairly large market.

QUESTION 2

[25]

Choose the correct word in brackets to make the statement TRUE.

2.1 (Product/Price) influence the profit ratio of a business.

2.2 (Public relations/Marketing) informs the target market of the product.

2.3 (Sales management/Advertising) is the literal process of making a product and service known to an audience.

2.4 (Travel agencies/Airlines) deliver a direct channel function to airline travellers.

2.5 An example of marketing communication is (sales/interactive marketing).

2.6 (Selective distribution/Exclusive distribution) involves a producer using a limited number of outlets in a geographical area to sell products.

2.7 A customer is a person or organisation that (sells/buys) a product or service to an individual or another business.

2.8 One of the four P's in marketing is (process/product).

2.9 (Gritter/Pintrest) is a social media platform.

2.10 Consumer behaviour is all about (consumer/business) decision making.

2.11 A family is a consumer group that consists of a (decision maker/problem solver).

2.12 The first stage in the product life cycle is (introduction/research and development).

2.13 Relationship marketing as a strategy is built on (price/trust) in the long term.

2.14 When the product is taken to the customer by the company it is referred to as a (pull strategy/push strategy).

2.15 (Recognising a problem/Solving a problem) is a step in the consumer decision making process.

2.16 A product consists of (two/three) layers.

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2.17 The development of marketing strategy takes place in the context of a constant process of (product/market) change.

2.18 The most flexible marketing mix variable is (promotion/price).

2.19 First impressions are triggered by (status/price).

2.20 Competitors are part of the (micro/market) environment of a business.

2.21 Petrol is an example of an (elastic/inelastic) product.

2.22 The role of the (marketing manager/sales manager) is to analyse the competition in terms of their product offerings and strategies.

2.23 An example of a direct distributor is (Spar/FlySafair).

2.24 (Brand focus/Brand image) is shaped by a customers buying experience.

2.25 The role of (e-mail/focus) marketing will become more innovative over the next five years.

QUESTION 3

[25]

3.1 **Identify** the five key elements of a marketing definition.

[5]

3.2 **Identify SIX** aspects that a business needs to know before it can market to a customer.

(6)

3.3 **Name FIVE** elements of customer service support.

(5)

3.4 **List FOUR** elements of the micro environment of a business.

(4)

3.5 **Suggest FIVE** actions that South African companies can consider to influence consumer behaviour over the long-term in the country.

(5)

QUESTION 4

[25]

4.1 **Select the correct word in brackets** to reflect the appropriate need specified by Maslow.

(10)

4.1.1	(Hamburger, ring)	Physiological need
4.1.2	(Going to church, being single)	Belongingness need
4.1.3	(Having lots of money, installing an alarm in the house)	Security need
4.1.4	(Being pretty, receiving a standing ovation)	Esteem need
4.1.5	(Acknowledging one's own weaknesses, climbing Mount Everest)	Self-actualisation need
4.1.6	(Receiving love, buying a car)	Physiological need
4.1.7	(Feeling safe in bed, graduating from university)	Esteem need

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4.1.8	(Being part of a soccer team, enjoying a cup of coffee)	Belongingness need
4.1.9	(Drinking water after being thirsty, being promoted)	Self-actualisation need
4.1.10	(Installing security cameras, getting married)	Security need

4.2 Indicate whether the following statements are **TRUE or FALSE**. (10)

4.2.1 A product is tangible and can be touched.

4.2.2 The core benefit of buying property is a place to stay.

4.2.3 The colour of perfume is part of the tangible product element that a consumer is purchasing.

4.2.4 Durable product are consumed over a minimum period of one year.

4.2.5 A banking service is intangible to the consumer.

4.2.6 An Uber ride is perceived as an impulse product purchase by a consumer.

4.2.7 Medicine are perceived by consumers as emergency products, purchased at a time of need.

4.2.8 Product features are less important when buying shopping products compared to speciality product purchases.

4.2.9 A decision to build a brick wall around your house, will result in the purchase of bricks to build the wall, thus industrial product buying.

4.2.10 A companies' product mix will encompass a certain breadth, depth and consistency.

4.3 **List** the FIVE key stages in the product life cycle. (5)

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